
From: "Green-Brown,Antoinette S" <ENTERGY/ENT-01/RECIPIENTS/4F156920>
Sent: 6/9/2016 6:33:48 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "HUNTLEY, GARY E" <ghuntle@entergy.com>; HALL, MELONIE P (MHALL1@entergy.com); "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Barton, Harry M" <hbarton@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Cavell, Charlotte" <ccavell@entergy.com>; "DUNN, ALEX S" <adunn@entergy.com>; "MERCADEL, DEMETRIC M" <dmercad@entergy.com>; "MITCHELL, KIM G" <kmitch@entergy.com>; "Raymond, Tara" <tledet@entergy.com>
Subject: RE: CT Strategy Meeting

See below for corrections...thanks Tim!

From: Green-Brown,Antoinette S
Sent: Thursday, June 09, 2016 12:46 PM
To: Rice Jr, Charles; HUNTLEY, GARY E; HALL, MELONIE P (MHALL1@entergy.com); CRAGIN, TIMOTHY S; Barton, Harry M
Cc: POLLARD, YOLANDA Y; Cavell, Charlotte; DUNN, ALEX S; MERCADEL, DEMETRIC M; Green-Brown,Antoinette S; MITCHELL, KIM G; Raymond, Tara
Subject: CT Strategy Meeting

The Communications and Public Affairs team met today to discuss the outreach strategy for the CT project. Please review the attached spreadsheet for the action items and deadlines for those on this email. We have a followup meeting scheduled for next Monday. Is there someone from Regulatory we should include on this team and in future meetings?

There are some key deliverables with very tight/short deadlines that we will need your help to achieve. In addition to the action items on the attached plan, we are open for other suggestions and are in the process of putting details around all action items.

Please let us know if:

You need speakers/letter writers, etc. from Entergy supporters at the IRP public hearing;



We have a budget for the community meetings and if yes – how much;

Other than Reg. and Legal – do you want any others from Entergy attending next week's **public hearing**?

Thanks. We look forward to your input/feedback. Please let us know if you have any questions.

Toni

On behalf of the CT Strategy Team

From: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Sent: 7/27/2016 10:30:36 PM +0000
To: "Green-Brown,Antoinette S" <agreen@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Looks good.

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: "Green-Brown,Antoinette S" <agreen@entergy.com>
Date: 7/27/16 4:50 PM (GMT-06:00)
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

From: HUNTLEY, GARY E
Sent: Wednesday, July 27, 2016 4:00 PM
To: Green-Brown,Antoinette S
Cc: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Yes. Their message should also be on lowest reasonable costs, local reliability (keeping the lights on), and economic development benefits.

From: Green-Brown,Antoinette S
Sent: Wednesday, July 27, 2016 3:55 PM
To: HUNTLEY, GARY E
Cc: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

What about a large industrial customer if we can get one?

From: HUNTLEY, GARY E
Sent: Wednesday, July 27, 2016 3:29 PM



To: Green-Brown,Antoinette S
Cc: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Thanks.

From: Green-Brown,Antoinette S
Sent: Wednesday, July 27, 2016 3:22 PM
To: HUNTLEY, GARY E
Cc: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Thanks Gary – here's the final version we will ask them to use.

From: HUNTLEY, GARY E
Sent: Wednesday, July 27, 2016 3:13 PM
To: Green-Brown,Antoinette S
Cc: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

See my proposed edits in the attached file.

From: Green-Brown,Antoinette S
Sent: Wednesday, July 27, 2016 2:13 PM
To: HUNTLEY, GARY E
Cc: POLLARD, YOLANDA Y
Subject: FW: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Gary, please see one draft of potential message for speakers....

From: Green-Brown,Antoinette S
Sent: Wednesday, July 27, 2016 2:02 PM
To: POLLARD, YOLANDA Y
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

From: Bill Rouselle [<mailto:brightmome@aol.com>]
Sent: Wednesday, July 27, 2016 1:16 PM
To: 'Bill Rouselle'; POLLARD, YOLANDA Y; "Malcolm Ehrhardt"
Cc: "Caryn Rodgers"; 'Marc Ehrhardt'; 'Geriease Hawkins'; Green-Brown,Antoinette S
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

EXTERNAL SENDER. DO NOT click links if sender is unknown. DO NOT provide your user ID or password.

Yolanda / Toni:

Attached are two additional statements (a single mother and Sassafras Restaurant).

I have confirmed that Corey Duckworth – the owner of Sassafras is available for the 11 AM Hearing. Please review and edit his statement before I send it to him and introduce him to Toni.

We do owe you one more statement. Please give me a sense of the profile of the person for the final one.

Thanks.

Bill

From: Bill Rouselle [<mailto:billr@brightmomentsnola.com>]
Sent: Wednesday, July 27, 2016 11:29 AM
To: 'POLLARD, YOLANDA Y' <YPOLLAR@entergy.com>; "Malcolm Ehrhardt" <malcolm@theehrhartdgroup.com>
Cc: "Caryn Rodgers" <caryn@brightmomentsnola.com>; 'Marc Ehrhardt' <marc@theehrhartdgroup.com>; 'Geriease Hawkins' <gshawkins1@gmail.com>; 'Green-Brown,Antoinette S' <agreen@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Yolanda / Toni:

Attached are 6 of the 9 talk points we have produced so far. Please review and give me any feedback on the direction we are pursuing with these.

I have spoken to the owner of Sassafras Restaurant, Corey Duckworth. He is willing to appear at the hearing tomorrow in support of the new plant. I do need to know the time of the hearing to get him there for the presentation. Please advise.

Thus far, we have completed messages for Signs Now, Metro Disposal, a homeowner in N. O. East, a local resident speaking to affordability, a local resident concerned with the environment, and a local resident concerned with protection during storms.

We will have the rest by 2 PM today.

Let me know if this is what you need.

Thanks.

Bill

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Tuesday, July 26, 2016 4:25 PM
To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhardtgroup.com) <malcolm@theehrhardtgroup.com>
Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com) <caryn@brightmomentsnola.com>; Marc Ehrhardt (marc@theehrhardtgroup.com) <marc@theehrhardtgroup.com>; 'Geriease Hawkins' <gshawkins1@gmail.com>; Green-Brown, Antoinette S <agreen@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

Team,

Please move forward with drafting of remarks emphasizing Reliability, Cost and Environment:

Toni will have the following stakeholders in attendance to deliver max. 2-minute remarks:

Owners/Representatives from three (3) businesses – Signs Now, DMM Associates and Metro Disposal

Five (5) Residents of New Orleans East (also current or former members or ENONAC)

One customer for environmental position

Hope this gives you some general direction for the various stakeholder scripts and messengers to get drafts underway. Toni will assign and provide the scripts to the appropriate messengers.

Please let us know any questions.

Thanks,
Yolanda

From: POLLARD, YOLANDA Y

Sent: Tuesday, July 26, 2016 1:04 PM

To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhartgroup.com)

Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com); Marc Ehrhardt (marc@theehrhartgroup.com); 'Geriease Hawkins'; GREEN, ANTOINETTE S

Subject: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

All,

We've talked about the possibility over recent days and meetings, but the **New Orleans Power Station is an agenda item for Thursday's utility committee meeting**. Toni Green-Brown is working to finalize the key stakeholders list of those attending and supporting Entergy New Orleans and the proposed plant. As Toni shares the names of those stakeholders with this team, she'll need 2-minute remarks by Wednesday for each, matching the appropriate message to the messenger (business, consumer advocate, etc.). Thanks for your flexibility and patience as meeting plans and stakeholders have evolved.

Yolanda

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 7/26/2016 9:24:52 PM +0000
To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhardtgroup.com)
CC: 'Caryn Rodgers' (caryn@brightmomentsnola.com); Marc Ehrhardt (marc@theehrhardtgroup.com); 'Geriease Hawkins' <gshawkins1@gmail.com>; "Green-Brown,Antoinette S" <agreen@entergy.com>
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Thanks,
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ENO-NOPS006788

From: POLLARD, YOLANDA Y

Sent: Tuesday, July 26, 2016 1:04 PM

To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhardtgroup.com)

Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com); Marc Ehrhardt (marc@theehrhardtgroup.com); 'Geriease Hawkins'; GREEN, ANTOINETTE S

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From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 7/27/2016 5:57:46 PM +0000
To: "Green-Brown,Antoinette S" <agreen@entergy.com>
Subject: FW: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS
Attachments: Homeowner Key Messages 7-26-16.docx; Local resident - Protection against storms Key Messages 7-26-16.docx; Local resident Affordability message 7-27-16.docx; Env Resident Key Messages 7-26-16.docx; Metro Key Messages 7-27-16.docx; Signs Now Key Messages 7-27-16.docx

Toni – Let me know when you're available to discuss these drafts so you can share with Gary today.

From: Bill Rouselle [mailto:brightmome@aol.com]
Sent: Wednesday, July 27, 2016 12:21 PM
To: POLLARD, YOLANDA Y
Subject: FW: Thursday's Council Utility Committee meeting--STAKEHOLDER REMARKS

EXTERNAL SENDER. DO NOT click links if sender is unknown. DO NOT provide your user ID or password.

Yolanda:

Please let me know the time of tomorrow's hearing. I will send the Sassafras statement shortly.

Thanks.

Bill

From: Bill Rouselle [mailto:billr@brightmomentsnola.com]
Sent: Wednesday, July 27, 2016 11:29 AM
To: 'POLLARD, YOLANDA Y' <YPOLLAR@entergy.com>; 'Malcolm Ehrhardt' (malcolm@theehrhartgroup.com) <malcolm@theehrhartgroup.com>
Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com) <caryn@brightmomentsnola.com>; 'Marc Ehrhardt' (marc@theehrhartgroup.com) <marc@theehrhartgroup.com>; 'Geriease Hawkins' <gshawkins1@gmail.com>; 'Green-Brown,Antoinette S' <agreen@entergy.com>
Subject: RE: Thursday's Council Utility Committee meeting--STAKEHOLDER



ENO-NOPS006353

REMARKS

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Sent: Tuesday, July 26, 2016 1:04 PM

To: billr@brightmomentsnola.com; 'Malcolm Ehrhardt' (malcolm@theehrhhardtgroup.com)

Cc: 'Caryn Rodgers' (caryn@brightmomentsnola.com); Marc Ehrhardt (marc@theehrhhardtgroup.com); 'Geriease Hawkins'; GREEN, ANTOINETTE S

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Yolanda

**Entergy – New Orleans Power Station
New Orleans Resident Concerned About Protection Against Storms**

I am a local resident who was displaced after Hurricane Katrina. Even though my home was not flooded, my family and I were forced to live in Baton Rouge and then Houston because our city's services were out of commission for several months. We hope that we will never see a situation like that again, but in case we do wouldn't it be a good idea that we invest now in a power station that will have the ability to get us back on line much sooner. I am supporting this proposed station because it makes sense.

No one likes to pay more for services, but a power station like this one is a good investment for all of us.

Key Messages:

As I said, the New Orleans Power Station will help the city during emergency situations – from preparation through recovery

It will allow the city to function should extreme weather conditions or a major storm strike our area. The facility can aid in the restoration process following a hurricane by providing a local source of generation. The units start quickly, and are important for short-term situations to meet temporary energy needs, they are also capable of operating for extended periods.

In 2008, Hurricane Gustav knocked out all but one of the major transmission lines serving the New Orleans metropolitan area, creating a situation where the city essentially became an island and no longer was connected to the rest of the electrical grid. We can't afford for that to happen again. I want the ability to get back to the city faster and I know there are others out there who share my thoughts.

The New Orleans Power Station will be good for economic development and jobs.

It is designed to provide power to all of us in the city. During construction and when it's operating, it will be good for economic development by providing revenue and jobs. It will also help get us back to work sooner if and when we have to return from a storm or hurricane.

I hope the City Council approves this project because it is vital that we have affordable power when we need it the most.

I understand that this is the first time in more than 30 years that Entergy New Orleans has requested approval to construct a local generating unit. Many local citizens are concerned about clean energy and affordable power. This project will give us both. It will help minimize environmental impacts and ensure affordable rates in the future.

Thank you for allowing me to give my opinion about this important project.

**Entergy – New Orleans Power Station
Customer from an Environmental Position**

I am an avid supporter of the environment. I believe that our nation should be turning to renewable sources of energy, and I support alternatives to fossil fuels whenever possible. Having said that, I am here to support the request of Entergy to build the New Orleans Power Station.

There are some very good reasons for this power station to be built.

First, this is the only type of energy-producing facility that could be produced inside the city limits, especially on the East Bank. There is no way a solar facility could be located here and I don't think anyone believes that wind power would work in a feasible way.

Secondly, this plant will increase the generation available to handle Entergy New Orleans' projected load.

In order to keep pace with the city's growth, we need a modern, technologically-reliable, efficient and affordable power source. The deactivations of two old units means nearly 800 megawatts of less generating capacity, especially for peaking and reserve resources. This power station makes sense from both consumer and company investment standpoints.

Thirdly, the power station will be more efficient with minimal environmental impact.

It will supply power during peak demand periods when electricity use is high. It will also increase the generation needed to handle Entergy New Orleans' projected load, delivering more power to businesses and residences. It will use newer, more efficient technology, meaning it will produce lower emission levels than the recently deactivated units. It will also result in a decrease in the capacity for groundwater usage – a 99 percent reduction compared to the past.

Finally, Entergy is a leader in renewable energy generation. They are committed in renewable energy is a major priority for the future.

Entergy has been one of the leading utility companies in the world in developing renewable energy technology. Entergy New Orleans is operating one of only five pilot projects for solar power generation in the United States and is committed to a clean energy future for New Orleans. The New Orleans Power Station is the most feasible and affordable transition to a renewable energy future.

**Entergy – New Orleans Power Station
Signs Now – Michelle Gobert**

My name is Michelle Gobert. I am the owner of Signs Now, a __ year old business in the City of New Orleans. I am also the President of the New Orleans Black Chamber.

Key Messages:

The city needs the New Orleans Power Station.

We need this facility for three or four very important reasons:
It will provide affordable energy for our citizens. This is a project that will provide for a power station on land away from highly populated areas. It was used for a bigger facility until recently and it has all the proper zoning. We need affordable and clean energy, and this natural gas plant will be a solution for many years to come. And, it gives us the ability to quickly provide energy generation at the local level in times of crisis.

The New Orleans Power Station will benefit the entire city.

It is designed to provide power to all of us in the city. During construction and when it's operating, it will be good for economic development by providing revenue and jobs. It will also help get us back to work sooner if and when we have to return from a storm or hurricane.

This project deserves the support from the City Council because it is vital that we have affordable power when we need it the most.

This is the first time in more than 30 years that Entergy New Orleans has requested approval to construct a local generating unit. Your vote in favor of the power station will show local citizens and business leaders that this is a wise investment that will maximize economic benefits, minimize environmental impacts and ensure affordable rates in the future.

In Orleans Parish, construction of the New Orleans Power Station is expected to generate nearly \$206 million in new business sales, more than \$28 million in new household earnings for parish residents, an average of 92 jobs per year and pump nearly \$983,000 in new sales taxes into the parish treasury.

Thank you for allowing me to express my support for this important project.

**Entergy – New Orleans Power Station
East New Orleans Homeowner**

I am _____ (address). I'm a homeowner and life-long resident of New Orleans

Key Messages:

Affordable and Reliable Power

I am here today to support the building of the new Power Plant in East New Orleans. From everything I have heard, this new plant will give us a local source of power when we need it most. Like when Katrina devastated us down and Gustav knocked out the power in our region. I have heard about solar and wind power, but it doesn't appear that they are very reliable and they cost way too much!

Entergy puts the consumer first

I want to be able to have the access to power at a reasonable and affordable cost. With the energy efficient programs Entergy and City Council have developed, I can see the effort to keep utility costs down and make living in New Orleans less expensive. In considering new energy sources for our City, I urge the Council to be mindful of citizen needs and to make decisions that continue to moderate costs while insuring our power needs.

Hope for a clean energy future.

I want to be perfectly clear about my own belief that we need clean energy for the benefit of our children and future generations. I am pleased to know that Entergy has committed to developing the new, clean energy sources. The plant being proposed is a big step in the right direction and it gives us the power we need now as the new energy sources are brought on-line.

I urge the Council's support for this important project

From: "Green-Brown,Antoinette S" <ENTERGY/ENT-01/Recipients/4F156920>
Sent: 12/6/2016 12:12:09 AM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
CC: "Green-Brown,Antoinette S" <agreen@entergy.com>
Subject: Dec. 12th Meeting
Attachments: List of Stakeholders for Dec 12th Meeting.xlsx

Here's who we have so far ...we need to know who Charles has invited to the Dec. 12th meeting to add to the list...there are some names on the attached list that we hope he can reach out to about supporting us on Dec. 12th.

One confirmed speaker – Atty Sean Bruno – we would like to provide a statement for him so maybe we can get 3 profound statements drafted- one to give to him and at least 2 other people in case we're asked....

Toni Green-Brown ~ Mgr - Public Affairs ~ 504-670-3640

WE POWER LIFESM 

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ENO-NOPS006659

	Potential Speakers	Company/Nonprofit Org Affiliation (If any)	Confirmed?
1	Alexander, Jerry	Residential Customer-NOE	Yes
2	Barnes, Marc A.	Residential Customer-NOE	
3	Barney, Keith & Tammy	Residential Customer-NOE	
4	Barriere, Antoine Pastor	Residential Customer-NOE	
5	Bickham, William	Residential Customer-NOE	
6	Brown, Darryl G.	Residential customer-NOE	Yes - Will email support to committee members
7	Bruno, Sean	Residential Customer-NOE	Yes
8	Burns, Sheila	Residential customer-NOE	Yes
9	Burns, Sr., Ronald V.	Residential Customer-NOE	Yes
10	Cousin, Alan & Rachel	Residential Customer-NOE	
11	Craft, Jermaine	Residential customer	Yes
12	Duplessis, Ann	Liberty Bank & Trust Co/Former Senator	
13	Evans, Clarissa	Residential Customer-NOE	
14	French, Thelma	Residential Property Owner-NOE	
15	Gibson, Vetta	Residential customer-NOE	
16	Goldsmith, Alan	Residential Customer-NOE	Possibly
17	Green, Marcus	Residential Customer-NOE	
18	Green, Myron	Residential Customer-NOE	
19	Henry, Troy (NOEBDD Board)	Bus. Dev. Chair - NOE	
20	Hitchens, Keith	Residential Customer-NOE	Yes
21	Howard Rodgers, III	N O Council On Aging	
22	Jackson, Karen	Residential customer-NOE	
23	Johnson, Fred	Exec. Dir. - NDF	
24	Kirkland, Clarisse	Retired CNO-Res. NOE	
25	Lewis, Noah	Residential customer	Yes
26	Luter, Fred Pastor - Charles	Residential cust. - east NO	

	Potential Speakers	Company/Nonprofit Org Affiliation (If any)	Confirmed?
26	Mayfield, Marsinah & Spouse	Residential customer-NOE	
27	McClain, Ron	Residential Customer-NOE	Yes - Will email support to committee members
28	McClendon, Dwight/ Jackson, Brenda	Residential Customer-NOE	
29	McDonald, Aaron	Residential Customer-NOE	Yes - Will email support to committee members
	McGowan, Brenda		
30	Michelle Gobert/Keleisha Garrett	N O Black Chamber (Board Chair/President, Exec Director)	
31	Nguyen, Cyndi	V.I.E.T.	Yes
32	Paisant, Linda	Residential customer-NOE	
33	Plummer-Clivens, Alicia	Residential Customer-NOE	Yes
34	Raymond, Mike	Pastor - Res. Cust. NOE	Yes
35	Ridley, Coleman	N O Business Council	
36	Samms, Timolynn	NPN Non-profit Exec. Dir.	
37	Thomas, Charles	Residential Customer-NOE	Yes
38	Vallon, Bunny	Residential customer-NOE	
39	Verges, Wade	Developer - east NO	
40	Wall, Tangee	Residential Customer-NOE	
		Owner-Perfection Barber Beauty Shop	
41	Weary, Doug		
42	Former ENONAC Board Members	Residential Customer-NOE	
43	Banner Chevrolet Salesman - Charles		
	New Orleans Public Library Board		
	Chair or NOE Branch director - Charles		
44	Other Bus. Owners - Sherman Copelin - Charles		

John Ashford

From: John Ashford
Sent: Sunday, August 13, 2017 1:26 PM
To: Suzanne Hammelman; Larry Walsh
Subject: FW: Shall We Talk

From: LAGARDE, CHANEL [mailto:CLAGAR1@entergy.com]
Sent: Sunday, August 13, 2017 12:24 PM
To: John Ashford <jashford@hawthorngroup.com>
Cc: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Subject: RE: Shall We Talk

Thanks John. I'm copying Yolanda Pollard on this email. She's running the campaign for Entergy New Orleans, and she would be best for the in depth briefing you will need.
Her number is 504 670 3656.

I'm out of pocket on Monday and Tuesday, but Yolanda should be available. Yolanda, please let John know if you're not available.

Thanks

----- Original message -----

From: John Ashford <jashford@hawthorngroup.com>
Date: 8/13/17 10:32 AM (GMT-06:00)
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
Subject: Shall We Talk

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

I had a very good visit with our team, who are excited about trying to help you and we've all been following the post-flood developments with a strong feeling it positions the situation perfectly for the kind of third-party grassroots/GrassTops effort you suggested. The challenge is how with whom and with what "cut-outs" – we create this. We've got a couple ideas about how we might proceed that we need to discuss with you . . . and, if you think they are promising (or have better suggestions), then we need to get the truly "deep in the weeds" briefing so we can get you a plan/timeline/budget and get this started.

I'm in Venice (Italy, not California or Florida, tho' it's hotter than both and swampier than Louisiana) til Wednesday or Thursday night but will try to call you tomorrow, Monday, and explore what we're thinking about with you.



Hawthorn001003

John Ashford

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Sunday, August 13, 2017 4:12 PM
To: Suzanne Hammelman
Cc: John Ashford; Charles Petrosky
Subject: Re: Shall We Talk

Follow Up Flag: Follow up
Due By: Monday, August 14, 2017 10:00 AM
Flag Status: Flagged

Great. Let's confirm the call for Tuesday, 12:30 pm CDT.

On Aug 13, 2017, at 2:33 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

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Yolanda - looks like Tuesday anytime up to 2pm CDT is best for us. Your choice.

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Sunday, August 13, 2017 1:46:39 PM
To: John Ashford; Suzanne Hammelman
Cc: LAGARDE, CHANEL
Subject: Re: Shall We Talk

Hi Suzanne,
I look forward to connecting with you again. Yes, we worked together on the New Orleans solar project communications which actually has become a key point of reference as we talk with key stakeholders about the proposed power station. We'll discuss those details this week.

Best,
Yolanda

On Aug 13, 2017, at 12:25 PM, John Ashford <jashford@hawthorngroup.com> wrote:

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Yolanda –

Unhelpfully, I am seven time zones away – in Venice, Italy – until Thursday (tho' I'll try to join any call that happens in the times/locations where I have what I am learning is VERY limited cell service here).

Let me ask our President, Suzanne Hammelman (who claims to know you!) and our Vice Chair, Larry Walsh, to get in direct touch with you and schedule what works for you and them Monday (when I know Larry and our senior counselor, Bryant Kinney, are in Tampa at TECO) or Tuesday. They will also arrange to have our senior associate Henry Rubin and/or our research director Jefferson Freeman on the call, too. And, as I said, I'll join if I can.

We just need to be a lot more knowledgeable about the details: what's proposed, who the opposition is and what they're doing, how the political situation is playing out post-floods and pre-election, what the needs are, what the opportunities are, who logical local "leaders" might be, how they're best recruited, etc. Any and all you can tell us will be valuable and we try to refine our thinking and planning to present proposed strategy, tactics and operations to you.

Thanks for giving us this opportunity.

John

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]

Sent: Sunday, August 13, 2017 12:44 PM

To: LAGARDE, CHANEL <CLAGAR1@entergy.com>

Cc: John Ashford <jashford@hawthorngroup.com>

Subject: Re: Shall We Talk

Yes, I'm available 10:30-2:30 CDT on Monday for a briefing. John, please let me know if some point during this timeframe works for you. Looking forward to it.

On Aug 13, 2017, at 11:23 AM, LAGARDE, CHANEL <CLAGAR1@entergy.com> wrote:

Thanks John. I'm copying Yolanda Pollard on this email. She's running the campaign for Entergy New Orleans, and she would be best for the in depth briefing you will need. Her number is 504 670 3656.

I'm out of pocket on Monday and Tuesday, but Yolanda should be available. Yolanda, please let John know if you're not available.

Thanks

----- Original message -----

From: John Ashford <jashford@hawthorngroup.com>

Date: 8/13/17 10:32 AM (GMT-06:00)

To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>

Subject: Shall We Talk

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I had a very good visit with our team, who are excited about trying to help you and we've all been following the post-flood developments with a strong feeling it positions the situation perfectly for the kind of third-party grassroots/GrassTops effort you suggested. The challenge is how – with whom and with what “cut-outs” – we create this. We've got a couple ideas about how we might proceed that we need to discuss with you . . . and, if you think they are promising (or have better suggestions), then we need to get the truly “deep in the weeds” briefing so we can get you a plan/timeline/budget and get this started.

I'm in Venice (Italy, not California or Florida, tho' it's hotter than both and swampier than Louisiana) til Wednesday or Thursday night but will try to call you tomorrow, Monday, and explore what we're thinking about with you.

Appointment Title: Entergy call
Organizer: Charles Petrosky
Attendees: Suzanne Hammelman; Bryant Kinney; Jefferson Freeman; Larry Walsh; POLLARD, YOLANDA Y; Steven Cohen
Location: 800-882-3610, 2489953#
Start Time: 8/15/2017 5:30:00 PM +0000
End Time: 8/15/2017 6:00:00 PM +0000
Reminder Time: 8/15/2017 5:30:00 PM +0000
Reminder Set: false
Duration: 30 minutes
Is Recurring: false
Reccurance Pattern:
Response Status: 3
Busy Status: Busy

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1:30 PM EDT; 12:30 PM CDT; 7:30 PM Venice time; JA international number: 412-380-2000; code 2489953#)



ENO-NOPS000409

From: "Cavell, Charlotte" <ccavell@entergy.com>
Sent: 8/16/2017 10:56:23 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "Cureington, Seth" <scurein@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>; "Barton, Harry M" <hbarton@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>; "MERCADDEL, DEMETRIC M" <DMERCAD@entergy.com>; "DUNN, ALEX S" <adunn@entergy.com>
Subject: RE: JUST FYI - Tweets from Last Night's Meeting

He also posted on Facebook, but tagged Entergy Louisiana instead:

<https://www.facebook.com/iNoneOfTheAbove/posts/1753361611358021>



ENO-NOPS006314



Danil Faust added 4 new photos

21 hrs



Entergy Louisiana Power Plant informational meeting regarding Michoud Natural gas plant



Like

Comment

Share



1

1 share



Write a comment.



From: Cavell, Charlotte

Sent: Wednesday, August 16, 2017 5:29 PM

To: Rice Jr, Charles; HUNTLEY, GARY E; Cureington, Seth; CRAGIN, TIMOTHY S; Guillot, Brian; Barton, Harry M

Cc: POLLARD, YOLANDA Y; Green-Brown,Antoinette S; MERCADEL, DEMETRIC M; DUNN, ALEX S

Subject: RE: JUST FYI - Tweets from Last Night's Meeting

If you want to see the entire Twitter feed from last night, here is a link to his page:

<https://twitter.com/@ONoneOfTheAbove>

It currently starts with tweets from 22 hours ago through 23 hours ago. It also includes screenshots of some of our presentation, additional pictures, video and conversation between him and other Twitter followers.

From: Cavell, Charlotte

Sent: Wednesday, August 16, 2017 5:18 PM

To: Rice Jr, Charles; HUNTLEY, GARY E; Cureington, Seth; CRAGIN, TIMOTHY S; Guillot, Brian; Barton, Harry M

Cc: POLLARD, YOLANDA Y; Green-Brown,Antoinette S; MERCADEL, DEMETRIC M; DUNN, ALEX S

Subject: JUST FYI - Tweets from Last Night's Meeting

Team – an audience member from last night's community meeting on S. Broad live tweeted from the meeting. Below are some of his tweets.

You may be familiar with him already, but his Twitter profile lists him as being from New York, NY and his description reads as follows:

#AntiCorruptionAct advocate #CriminalJusticeReform advocate #unhackthevote
advocate Former Clerk of Criminal Court Candidate

His LinkedIn profile intro reads as follows (without signing in to view the full profile):

Danil Faust

Political/Environmental Activist

New Orleans, Louisiana

It lists his current employment as a bartender at 3 Legged Dog, and says that he studied at UNO.

Danil Faust



Q: Does Entergy support a Carbon Tax?

A: Not prepared to comment.

Danil Faust



Q: Has Entergy pursued hydroelectric power generation?

A: We've researched it but determined subsidence build up & tanker navigation would be 1/

Danil Faust



But the cost of solar+battery w/l industry standards, so far Entergy satisfied. 20 MWs already approved, 45 planned, + 55 next year

Danil Faust



1/ Entergy New Orleans Power Plant informational hearing

783MW built in the 50s pic.twitter.com/xZju2qmlu9



Appointment Title: NOPS Update
Organizer: LAGARDE, CHANEL
Attendees: Rice Jr, Charles; POLLARD, YOLANDA Y; John Ashford
(jashford@hawthorngroup.com)
Location: Chanel's Office; 6th floor
Start Time: 8/24/2017 7:00:00 PM +0000
End Time: 8/24/2017 8:00:00 PM +0000
Reminder Time: N/A
Reminder Set: false
Duration: 1 hours
Is Recurring: false
Reccurance Type: Not
Reccurance Pattern:
Response Status: 1
Busy Status: Busy



Appointment Title: Ellen & Suzanne to call Yolanda
Organizer: Suzanne Hammelman
Attendees: EScotti-Belli; POLLARD, YOLANDA Y
Location: 504-912-0571
Start Time: 8/29/2017 3:30:00 PM +0000
End Time: 8/29/2017 4:00:00 PM +0000
Reminder Time: N/A
Reminder Set: false
Duration: 30 minutes
Is Recurring: false
Reccurrence Pattern:
Response Status: 3
Busy Status: Busy
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August 29, 2017

MEMORANDUM

TO: YOLANDA POLLARD

FROM: SUZANNE HAMMELMAN, ELLEN SCOTT-BELLI

RE: FOLLOW UP PROPOSAL

Thank you for taking the time to talk with us earlier today. The following is a summarized and slightly revised version of the proposal and plan that John outlined for you and Charles the other day. Our goal is to build an independent organization that can support – starting immediately upon your program and budget authorization – to provide high level “GrassTops” and real, organic grassroots support for projects designed to (quoting you!) “make New Orleans whole.”

The big idea is to build a sustainable independent organization that will start by promoting the need to build the New Orleans Power Station (ideally the 226 MW option). If built for the long-term, this organization can advocate for any number of projects within its mission that are also supported by Entergy New Orleans.

The organization will be designed to be a credible advocacy group that provides third party, expert and citizen support. It will be created initially by a few respected New Orleans civic, labor, religious, minority and community leaders. Some groups that you have already recruited to support the project – Black Chamber, AFL-CIO, Port of New Orleans, Coalitions of Ministers – might wish to join the organization, but we will also aggressively seek new and unexpected advocates.

The organization and its members will quickly become visible on several levels.

First, we believe that **starting the group as a Facebook community** (albeit, with a recognizable, credible name/s behind it) will create quite a buzz online, particularly given the current environment. There is no doubt that with the appropriate resources, an active Facebook community discussion can drown out the “noise” of the currently loud, but likely relatively few opponents. Building a group of Facebook friends in the thousands will very quickly provide immediate visibility and credibility and give us the



ENO-NOPS000008

ability to move seamlessly into the post-Labor Day political conversation.

As we use social media to push out interesting, factual and useful information, the organization will also become the **“go-to” source for news** story ideas and information, even as the “real world” organization (the GrassTops leadership, campaign manager, media relations person) is being built.

We would begin the conversation on Facebook, while simultaneously building the GrassTops organization, recruiting and organizing business and community leaders to demonstrate their support for the New Orleans Power Station by testifying, asking their members (if head of an organization) to help, submitting OpEds, make personal contacts (if appropriate) with Commissioners, etc.

Some recognizable names that we might consider for GrassTops membership (and/or leadership) could include suggestions made by Charles, such as **Gary LaGrange**, President of the Port Authority Association and **Noah Lewis**, 100 Black Men of Metro New Orleans, as well as leaders such as **Ruthie Fierson**, Founder and Chair Emeritus of Citizens for 1 Greater New Orleans; **Senator JP Morrell**, who passed the original sewage and water board reforms; **Tiger Hammond**, AFL-CIO, Greater New Orleans President; **Andy Kopplin**, Greater New Orleans Foundation (and former chief of staff for the Mayor); **Joe Jaeger**, a retired developer; Cheryl Teamer, community leader, board member of many organizations. There may also be a **retired Entergy employee(s)** who has remained active in the community, etc. These are just a few suggestions. We have not reached out to any of these people yet, so we not know of their willingness to serve and have also not delved deep into their backgrounds to ascertain suitability.

This top-level support would be bolstered by organized advocacy (both organic and assisted) from the community of grassroots supporters who will be encouraged to participate in hearings (both testifying and demonstrating); demonstrations; calling and writing Commissioners, the Mayor (if needed) and candidates; and submitting Letters-to-the-Editor. These efforts can be – if needed – targeted to specific incumbents/candidates.

In short, the GrassTops organization provides quality and credibility to an organically-grown advocacy organization that will add volume and increase the noise level of support.

Time is short as we need to organize a strong show of support for the October 16 public hearing, and particularly as we prepare for the post-Labor Day political barrage of ads and news coverage where it is highly likely the need for the project and the project itself will become an issue (fossil fuels versus renewables). The following lays out an aggressive timeline, with the set up and organizational activity and initial recruitment in September.

The activity/budget phases outlined below are designed – based on our understanding of the process – to fit with the events and decision making points through February, 2018.

September, 2017

\$139,200-\$205,200*

**Higher budget number includes focus groups, in addition to poll; building an online membership of 5,000 members who take an action to join the organization as well as contact a Public Service Commissioner, or other public official.*

- Identify and recruit one or more GrassTops champions who will “create” the organization and be – at least initially – the public face.
- Settle on an organization name:
 - Make New Orleans Work Again (although this MAY bring up visions of the Trump motto in a city where he received little support)
 - Building a Stronger New Orleans
 - New Orleans Forward
 - Prepare NOLA
- Incorporate as a non-profit, 501(c)(4) organization (likely incorporate in Delaware and register to do business in Louisiana); set up bank account, etc.
- Do the research (polling for messaging and targeting, as well as possible distribution – if appropriate – to policymakers; focus groups, if needed; issue and opposition research to build the case book on which all campaign messaging will be built)
- Develop the time-lined campaign plan to use as a roadmap that includes tactics and metrics
- Set up and populate an advocacy website and Facebook page.
- Recruit 3,000-5,000 members online – to also take an action beyond “joining”
- Hire a campaign manager, political field operations director, and media relations person/firm

- Identify, recruit and build out the GrassTops or Leadership organization – create the lists, prepare the materials, personal outreach
- As needed, meet with your team to review strategy, priorities, activities and to provide assistance with internal employee/retiree and existing outreach on the project (advertising, etc.)

October-November, 2017 **\$124,500 - \$219,000***

**Higher budget number reflects paying two co-chairs, rather than just one; volume of direct mail; volume of phone calls from voters to decision makers; the option to hire a local government relations professional*

- Continue recruitment and activation of GrassTops and grassroots supporters
- Turn out supporters in volume for hearings
- Organize contacts with Council members, as appropriate
- Phone calls, letters and emails to Council members and candidates
- Active paid and earned media to raise the level of the conversation, educate reporters/editors, and promote OpEds and Letters-to-the-Editor.

December, 2017 – February, 2018 **\$153,500 - \$239,000***

**Higher budget number reflects paying two co-chairs, rather than just one; volume of direct mail; volume of phone calls from voters to decision makers; the option to hire a local government relations professional*

- This phase will likely include most of the same tactics above, but we will likely prioritize some efforts over others to reflect the political and policy environment at the time.

We hope this provides you with the information you need. Thank you once again for the opportunity. We're available at any point – including over the week end/Labor Day – to discuss, answer questions, and revise this, as needed.

Suzanne Hammelman
703-626-4385 (mobile)

From: "Rice Jr, Charles" <crice@entergy.com>
Sent: 8/31/2017 2:30:31 PM +0000
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Raymond, Tara" <tledet@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

Tara, please set up a dial in. Those of you copied, if you can participate please do

From: LAGARDE, CHANEL
Sent: Thursday, August 31, 2017 9:26 AM
To: Rice Jr, Charles
Cc: POLLARD, YOLANDA Y
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

John Ashford is available at 11:00 CT. Do you want to send dial-in info?

From: Rice Jr, Charles
Sent: Thursday, August 31, 2017 9:09 AM
To: Cureington, Seth; HUNTLEY, GARY E; CRAGIN, TIMOTHY S
Cc: POLLARD, YOLANDA Y; LAGARDE, CHANEL
Subject: RE: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

We have to get a strategy around this. I am going to work with Chanel to get an outside consultant, the Hawthorne group to begin some type of campaign/strategy against the alliance

From: Cureington, Seth
Sent: Thursday, August 31, 2017 9:03 AM
To: Rice Jr, Charles; HUNTLEY, GARY E; CRAGIN, TIMOTHY S
Subject: FW: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

Latest petition – this one from Tulane Canal NA.



ENO-NOPS000756

From: Jacob Rickoll [mailto:Jacob.Rickoll@crescentcare.org]

Sent: Thursday, August 31, 2017 8:58 AM

To: ,; Tom Stratton; Rebecca H. Dietz; Norman S. Foster; Vince, Clinton A.; Presley R. Reed; Emma F. Hand; Tom Stratton; Basile J. Uddo; Beatmann, Jay (jay.beatmann@dentons.com); Jeff Wilkerson; Kelley R. Bazile (kbazile@wilkersonplc.com); Joseph Vumbaco; Joseph W. Rogers (jrogers@ergconsulting.com); Victor M. Prep (vprep@ergconsulting.com); Byron S. Watson (bwatson@ergconsulting.com); Errol Smith; HUNTLEY, GARY E; Cureington, Seth; LICHTENBERG, KATHRYN J; Guillot, Brian; MAURICE-ANDERSON, ALYSSA; Barton, Harry M; Romano III, Joseph J; Fontan, Suzanne M; Burleigh, Danielle; Perrault, Therese; Forest Bradley-Wright; logan@all4energy.org; Rebecca H. Dietz; Norman S. Foster; Vince, Clinton A.; Presley R. Reed; Emma F. Hand; Basile J. Uddo; Beatmann, Jay (jay.beatmann@dentons.com); Jeff Wilkerson; Kelley R. Bazile (kbazile@wilkersonplc.com); Joseph Vumbaco; Joseph W. Rogers (jrogers@ergconsulting.com); Victor M. Prep (vprep@ergconsulting.com); Byron S. Watson (bwatson@ergconsulting.com); Errol Smith; HUNTLEY, GARY E; Cureington, Seth; LICHTENBERG, KATHRYN J; Guillot, Brian; MAURICE-ANDERSON, ALYSSA; Barton, Harry M; Romano III, Joseph J; Fontan, Suzanne M; Burleigh, Danielle; Perrault, Therese; Forest Bradley-Wright; logan@all4energy.org

Cc: forest@all4energy.org

Subject: TCNA Intervention re UD-17-04 Investigation and Remediation of Service Disruptions

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Please see attached. Thank you.

Jake

TCNA President

Jacob "Jake" Rickoll, RN-BSN

Primary Care Nurse

Crescent Care Specialty Center

CrescentCare and

NO/AIDS Task Force.

A Division of CrescentCare

2601 Tulane Ave. Ste 500

New Orleans, Louisiana 70119

504-821-2601, Ext 255 (Office)

504-821-3684 (fax)

504-473-6943 (cell)

jacob.rickoll@crescentcarehealth.org

Web: <http://www.crescentcarehealth.org>

HIV/AIDS information: <http://www.noaidstaskforce.org>

Follow us on Twitter: [@crescentcareHWC](https://twitter.com/crescentcareHWC) [@noaidstaskforce](https://twitter.com/noaidstaskforce)

Find us on Facebook: www.facebook.com/CrescentCare

www.facebook.com/noaidstaskforce



CrescentCare is a nonprofit provider of holistic, community-based wellness services for everyone in the Greater New Orleans area. CrescentCare's foundation is built upon 30 years of experience in delivering quality, person-centered healthcare as NO/AIDS Task Force. At the heart of our mission is to serve the underserved in our community.



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Appointment Title: Campaign/Strategy Discussion
Attendees: Rice Jr, Charles; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Green-Brown,Antoinette S; POLLARD, YOLANDA Y; LAGARDE, CHANEL; John Ashford (jashford@hawthorngroup.com)
Location: Webex Internal 8-700-7777 External 504-576-3417 Toll Free 1-877-471-3417 Access Code: 998 970 359
Start Time: 8/31/2017 4:00:00 PM +0000
End Time: 8/31/2017 4:30:00 PM +0000
Reminder Time: N/A
Reminder Set: false
Duration: 30 minutes
Is Recurring: false
Reccurance Type: Not
Reccurance Pattern:
Response Status: 1
Busy Status: Busy

DO NOT DELETE OR CHANGE ANY OF THE TEXT BELOW THIS LINE

Charles Rice Jr has scheduled this WebEx meeting.

Campaign/Strategy Discussion
Host: Charles Rice Jr

When it's time, start or join the WebEx meeting from here:
<https://meeting.entergy.com/orion/joinmeeting.do?MTID=dc3d972b378ed1409116a71bf7f0d57d>

Access Information

Meeting Number: 998 970 359
Meeting Password: This meeting does not require a password.

Audio Connection

8-700-7777 (Internal)
504-576-3417 (Toll / International)
877-471-3417 (Toll-Free)

Access Code:
998 970 359

Hosts, need your host access code or key? Go to the meeting information page:



ENO-NOPS000005

<https://meeting.entergy.com/orion/meeting/meetingInfo?MTID=9fa91c1dbcbf7e2750137e73aa0210dc>

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From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 8/31/2017 2:55:34 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
CC: "Raymond, Tara" <tledet@entergy.com>
Subject: Hawthorn's follow-up proposal
Attachments: Hawthorn Follow up proposal 08_29_17.pdf

Charles and Chanel,

I'm passing this along for your initial review before our 11 a.m. call. Not sure how much we will cover in detail at that time. The Hawthorn Group developed this proposal based on last week's meeting and a follow-up conversation with their team.

Yolanda



ENO-NOPS000007

Building, Engaging and Mobilizing GrassTops & Grassroots Support

Hawthorn Group
REVISED August 31, 2017

Hawthorn
Group

ENO-NOPS000013

Long- and Short-Term Goals

1. Demonstrate that a well-thought-out process, designed and implemented by experts with experience, is the only cost-effective and sustainable solution to New Orleans' infrastructure problems and is in the best interest of ALL of New Orleans' citizens
2. Gain approval by the New Orleans City Council of the New Orleans Power Station by February 2018
(ideally 226 MW option)
3. Continue to enhance ETR's and ENO's reputation and brand among stakeholders

Milestones

- **August 30, 2017:** City Council Utility Committee meeting will set the stage for a series of public meetings through December, 2017
- **Monthly:** City Council and Council Utility Committee meetings (*may not be issue at all meetings*)
- **September 6, 2017:** ENO public meeting (7th of series of community meetings started in July)
- **September 7, 2017:** ENO public meeting
- **September 13, 2017:** Council Utility Committee
- **September 27, 2017:** ENO public meeting (*additional meeting to be held in New Orleans East*)
- **October 14, 2017:** City Council and Mayoral primaries
- **October 19, 2017:** Council Utility Committee
- **November 18, 2017:** General Election (*incumbents hold their positions until May, 2018*)
- **December 4, 2017:** final public meeting
- **December 13, 2017:** Council Utility Committee (*Jan. 2018 meet not on calendar yet*)
- **February, 2018:** Earliest approval

Strategy/Tactics

- Create an **independent business/consumer alliance** that demonstrates strong and very visible support from local business and community leaders (quality) and voters/customers (quantity) – e.g., ***Building a Stronger New Orleans, New Orleans Forward***

- Select a “face(s)” to start the organization who will have instant credibility and recognition: e.g., **Sally Forman, Calvin Mackie, PhD**

Strategy / Tactics (cont.)

- **Announce the formation of the group and the leadership** through social media and traditional media (press conference) ... to instantly change the focus and direction of conversation
- Recruit grassroots support initially through **social media** to build volume and noise quickly
- Immediately begin outreach to **recruit community, business, minority, and civic leaders** to take an active role

Strategy /Tactics (cont.)

- If needed, **engage additional political grassroots organizers** to build crowds for early (September) events.
- Support and enhance (if needed) current **corporate advocacy activities** (employee, retiree and allies) – particularly recruiting and activating retirees

Phases and Budgets

Phase I – September, 2017

Set up and research; initial support for community meetings and turnout for Council Utility Committee meetings; corporate communications support, as needed

Line Item	Budget
Chair/Co-Chairs	\$5,000-\$10,000
Review corporate materials and plans - provide input, as needed (employee, retiree, allies)	\$0 (included in fees)
Issue research and materials development to support organization	\$0 (included in fees)
Organization structure, registrations, legal and accounting	\$9,000
Corporate director	\$2,500
Plan development	\$0 (included in fees)
Set up and populate an advocacy website (includes database and email capability, 12-mo license)	\$15,000 (one time)
Organization chair/co-chairs	\$5,000-\$10,000
Create business/community/political Leadership List (estimated 3,000 leaders)	\$6,200 (one time)
Build online membership (estimated 5,000) who will join <i>and</i> contact Council member at same time	\$0-\$35,000 (one time)

Phases and Budgets

Phase I – September, 2017 (cont.)

Set up; initial support for community meetings and turnout for Council Utility Committee meetings; corporate communications support, as needed

Line Item	Budget
Local PR firm	\$2,000
Campaign field director	\$6,000
Crowd building for initial hearing	\$10,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media and political/field operations; recruit and manage local government relations professional (if needed for organization)	\$10,000
In-state expenses	\$5,000
Hawthorn strategy, planning and oversight	\$35,000 (Aug-Sept)
Hawthorn expenses	\$7,500 (Aug-Sept)
Total September, 2017	\$118,000- \$163,200

Phases and Budgets

Phase II – October-November, 2017

Proactively manage the political conversation; turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Accounting, bank fees and other organization expenses	\$3,000
Corporate director	\$5,000
Organization chair/co-chairs	\$10,000-\$20,000
Events	\$5,000
Direct mail (leadership list)	\$7,500 - \$15,000
Direct mail (targeted voter list – 50,000 x 2)	\$0 - \$45,000
Phone calls from voters to Council members (if needed – 200 calls per Council member)	\$5,000 - \$21,000
Social media video production	\$6,000
PR Firm	\$4,000

Phases and Budgets

Phase II – October-November, 2017 (cont.)

Proactively manage the political conversation; turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Campaign field director	\$12,000
Council government relations professional (if needed)	\$0 - \$12,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media relations and create content; manage political/field operations; recruit and manage local government relations professional (if needed for organization)	\$20,000
In-state expenses (hearing recruitment, social media costs, grassroots organizer expenses)	\$8,000 - \$12,000
Hawthorn strategy, planning and oversight	\$30,000
Hawthorn expenses	\$9,000
Total October-November, 2017	\$124,500 - \$219,000

Phases and Budgets

Phase III – December 2017 – February 2018

Turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Accounting, bank fees and other organization expenses	\$4,500
Corporate director	\$7,500
Organization chair/co-chairs	\$15,000-\$30,000
Events	\$10,000
Direct mail (leadership list)	\$7,500 - \$15,000
Direct mail (targeted voter list – 25,000 x 2)	\$0 - \$25,000
Phone calls from voters to Council members (if needed – 200 calls per Council member)	\$5,000 - \$21,000
PR Firm	\$6,000

Phases and Budgets

Phase III – December 2017 – February 2018 (cont.)

Turn out support for hearings; generate GrassTops and grassroots communication and intercepts with Council members; earned and paid media (traditional and social); corporate communications support, as needed

Line Item	Budget
Council government relations professional (if needed)	\$0 - \$18,000
In-state management (identify and train chairs and spokespersons; recruit and manage grassroots organizers; develop advertising; manage media relations and create content; recruit and manage local government relations professional (if needed for organization)	\$30,000
In-state expenses (hearing recruitment, social media costs, grassroots organizer expenses)	\$14,000 - \$18,000
Hawthorn strategy, planning and oversight	\$45,000
Hawthorn expenses	\$9,000
Total December 2017 – February 2018	\$153,500 - \$239,000

Why Hawthorn?

- This is *both* a corporate issue advocacy campaign AND a hard-core political campaign
- Experienced, senior-level service
- “*Beyond the Beltway*” focus
- Driven by research and targeting
- Nothing is off the shelf
- We know the issues and the players
- We’ve worked for you before

Building, Engaging and Mobilizing GrassTops & Grassroots Support

Hawthorn Group
REVISED August 31, 2017

Hawthorn
Group

ENO-NOPS000026

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 9/5/2017 5:52:31 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
CC: "Raymond, Tara" <tledet@entergy.com>
Subject: Hawthorn's latest proposal
Attachments: Hawthorn NOLA Grassroots Revised 090517.pptx

This latest proposal just came in from Hawthorn. Suzanne says they've adjusted the immediate goal and revised the September budget up a bit.

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Tuesday, September 05, 2017 12:49 PM
To: POLLARD, YOLANDA Y
Subject: Yolanda

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

I've revised the attached slightly to respond to what we heard Charles say last week. So our immediate goal has changed a bit, and the urgency for crowd building and response is reflected. The September budget has been revised up bit to reflect trying to do a LOT of stuff immediately.

Let me know if you have any questions. Otherwise, we look forward to hearing from you later this week.

Best,

Suzanne



ENO-NOPS000012

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Tuesday, September 19, 2017 5:33 PM
To: Suzanne Hammelman
Subject: Re: Oct. hearing

Hi Suzanne,

I've reviewed this approach with Charles. We'd like to move forward with the plan. Other tactics will be placed and running in the background so you will have the benefit of general local awareness of Oct. 16 hearing.

We're both away from the office this week. Please let me know if you can get any of these items underway now in the interest of time.

Thanks,
Yolanda

On Sep 18, 2017, at 5:39 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

Thanks for calling and the answer is “YES” we can help turn people out for the **Monday, October 16 hearing**. We have a very good grassroots organizer on the ground in the New Orleans area who can work on this for us and we are confident we can turn out NOLA citizens (18 and older) who support the issue (and will tell people why if asked). These citizens would complement the company's efforts to recruit GrassTops or leadership types (business and community leaders). The people we would turn out would care about jobs/economic development, reliable and affordable power AND would be highly focused on preventing the kinds of issues the city just went through.

I would caution you that we **generally do not recommend this type of stand-alone effort** and certainly would not suggest doing it more than once. Questions will be asked – who are these people and WHY did they turn out? Who got them here? So for future efforts, you most certainly should have



an organization behind it, with a "face(s)," a website where people can go for information and to join, and an active social media conversation.

For the October hearing, if the company can promote the event (local newspapers ads, some social media promotion) just letting people know about the hearing and encouraging them to weigh in, that would be helpful and would answer for the short-term the question, "why did these people turn out?" We CAN get people there without that, but it would be better to have it.

Below is a pricing menu, including turning supporters out; getting a few of them to sign in to speak and have them deliver a message; adding some branded t-shirts **so it will be obvious how many supporters are there** (e.g., "Local Energy. Reliable Energy."); and perhaps adding a petition that could be given to the Council members. It is important to note that this **price is based on having three-and-a-half weeks** to complete the recruiting process.

- Hawthorn management fee: \$7,500
- Hawthorn expenses: minimal – I don't think there would be any expenses here except for the gross receipts tax we're required to charge which is $0.0035 \times \text{total invoice we send you}$
- Supporters for the hearing (50-100): \$8,500-\$14,000
- *Optional* - Supporters to sign in and speak (10): \$6,500
- *Optional* – T-shirts (50-100): \$1,000-\$1,500
- *Optional* – Petition signatures (1,000-1,500): \$19,000-\$26,000

Let me know if this is sufficient for your purposes. Call me anytime with questions or revisions.

Thanks! And we'll be thinking about your Dad.

Best,

Suzanne

703-626-4385

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Wednesday, September 20, 2017 8:55 AM
To: Suzanne Hammelman
Subject: Re: Entergy New Orleans information

I understand. Not complicated. Let's move forward. Charles commits to making sure you're paid. Thanks.

On Sep 20, 2017, at 8:13 AM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Hawthorn has to pay our ground team upfront:

\$8,500 (50 supporters)
\$6,500 (10 speakers)
\$1,000 (shirts)

Total upfront: \$16,000 out of pocket expenses

The point about the "upfront" tho is that Hawthorn will pay that so you don't have to worry about it this week. I just want to make sure that if we pay it we don't have to sit on it for 60 days or something.

Call me if you want. Sorry to make this confusing and complicated.

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Wednesday, September 20, 2017 8:07 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Steven Cohen <scohen@hawthorngroup.com>
Subject: Re: Entergy New Orleans information

We'd like the 10 people to speak. What's that total upfront?

On Sep 20, 2017, at 8:02 AM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems



suspicious in any way. DO NOT provide your user ID or password.

OK – and you will PASS on the 10 people who will sign up to speak – so ONLY the 50 + shirts?

\$8,500 = 50 supporters at hearing in T-shirts (and with handmade signs if we want them to do that) able to respond to questions if asked
\$1,000 = shirts for the supporters (we'll need to determine what we want them to say – but we don't have to do that right now)

PLUS the \$7,500 management fee. We can bill you for just the \$9,500 that we need quickly **OR the entire \$17,000** in one invoice. Your choice.

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Wednesday, September 20, 2017 7:54 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Steven Cohen <scohen@hawthorngroup.com>
Subject: Re: Entergy New Orleans information

Just talked with Charles. We'll pass on the petition option on this one. We'd like to recruit 50 people and go with the t-shirts. Is that now 7,000 plus 6,500 you need up front? Pls let me know that estimate so I can share with Charles.

On Sep 20, 2017, at 7:43 AM, Suzanne Hammelman
<shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Thanks. Let me know as soon as you can if you want the petition and the T-shirts. The petition takes a while to accomplish so we need to get started.

I'm going to go ahead (unless you tell me NOT to) to start recruiting the:

100 supporters at the hearing (who won't sign up to speak, but know why they are there and can respond to questions): \$14,000
10 supporters who sign up to speak and have a "prepared" statement about why they support the power plant: \$ 6,500

These two items (and the petitions and T-shirts once we get sign off) are things that I need to pay to the ground team up-front to get things moving so I'll be sending you an invoice fairly quickly.

-----Original Message-----

From: POLLARD, YOLANDA Y
[mailto:YPOLLAR@entergy.com]
Sent: Wednesday, September 20, 2017 7:36 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Steven Cohen <scohen@hawthorngroup.com>
Subject: Re: Entergy New Orleans information

Materials should be posted on powertogrownola.com. See yellow link that says click here for information ...

I can't think of anything we haven't posted there but will let you know if I do.

Thanks!

On Sep 20, 2017, at 7:29 AM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda - for preparing the team, is there any updated information about the Power Station that we should have? I've attached what you sent me in mid-August, but I thought there might be some additional "stuff."

Don't worry about anything that is already findable on the website. We'll go grab that - so I'm just looking for anything that might not be posted.

Thanks.

<Entergy NOPS Information Meetings -Final for
2017 Meetings

081517.ppt> <NOPS FAQs Answered 072517 -
FINAL VERSION.pdf>

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 9/28/2017 4:43:36 PM +0000
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: FW: stakeholder calls on NOPS
Attachments: entergy stakeholders.xlsx

Gary and Toni – See update below and latest stakeholder spreadsheet from Al Maiorino with Public Strategy Group. He'll share a script with us for review and begin outreach shortly thereafter based on the attached stakeholder list.

From: Al Maiorino [mailto:al@publicstrategygroup.com]
Sent: Thursday, September 28, 2017 11:24 AM
To: POLLARD, YOLANDA Y
Subject: RE: stakeholder calls

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

see latest with changes, and for the 12 senior centers, the link in the notes section gives us all 12

in regards to any emails sent or verbal scripts , I will send you first for approval, later today/morning tomorrow

we are securing a local area code on a phone as well.....

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Thursday, September 28, 2017 12:19 PM
To: Al Maiorino <al@publicstrategygroup.com>
Subject: RE: stakeholder calls

Have you sent the updated spreadsheet to me, Toni and Gary reflecting Toni's latest input?

Are you planning to use a script when you make these calls? For instance, during your conversations we need to make sure we reference "councilmembers" since they regulate Entergy New Orleans, not state officials.



ENO-NOPS006854

From: Al Maiorino [<mailto:al@publicstrategygroup.com>]

Sent: Thursday, September 28, 2017 10:37 AM

To: POLLARD, YOLANDA Y

Subject: stakeholder calls

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

now that we have email capability from info@, I can begin making outreach to setup meetings with possible and likely supporters, to help educate them and get them to the 10/16 hearing

any update on the labor union leaders?

thanks!

Al Maiorino

President

www.publicstrategygroup.com

Headquarters

Public Strategy Group, Inc.

236 Huntington Avenue, Suite 404

Boston, MA 02115

(617) 859-3006

Contact us for other locations

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October 3, 2017, Text Message Communications

Rice (7:58 a.m.): "How is Hawthorne looking getting people to the hearing."

Pollard (8:00 a.m.): "They've committed to securing 50 people and 10 speakers."

Rice (8:01 a.m.): "Hell I would pay for more if they can get them."

Rice (8:26 a.m.): "If Hawthorne can get more people there I will pay."

Pollard (8:32 a.m.): "75? They've crunched numbers for contract and tshirt printing. Can check."

Rice (8:33 a.m.): "Don't care if it extras 25k. This is war and we need all the foot shoulders [soldiers] we can muster."

Pollard (12:50 p.m.): "Hawthorn now securing 75 attendees and 10 speakers all wearing tshirts with supporting NOPS messaging. Cost went from 23 to 29k."

Rice (1:31 p.m.): "Deal."



John Ashford

From: Suzanne Hammelman
Sent: Tuesday, October 3, 2017 1:27 PM
To: POLLARD, YOLANDA Y
Subject: FW: yesterday's New Orleans flooding - reference to

See note below. Is there a talking point?

From: Steven Cohen
Sent: Tuesday, October 3, 2017 1:04 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Adam Swart <adam@crowdsondemand.com>
Subject: yesterday's New Orleans flooding - reference to

Malfunction in electricity conversion for pump (para 7)

http://www.theadvocate.com/new_orleans/news/article_1167feca-a7be-11e7-8194-63479a4a9555.html#utm_source=theadvocate.com&utm_campaign=%2Fnewsletters%2Fnew-orleans-daily-news%2F%3Fnew%26-dc%3D1507017604&utm_medium=email&utm_content=headline

no mention that our project would specifically address this but perhaps in next conversation with client, good talking point for the 16th.

Steven Cohen
Senior Vice President
The Hawthorn Group, L.C.
Office: 703.299.4499
Cell: 703.615.4486
Email: scohen@hawthorngroup.com
www.hawthorngroup.com



Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Tuesday, October 3, 2017 1:56 PM
To: Suzanne Hammelman
Subject: RE: Revised proposal

Yes, this proposal replaces the previous version you submitted Sept. 25. Thank you!

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Tuesday, October 03, 2017 12:25 PM
To: POLLARD, YOLANDA Y
Subject: Revised proposal

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

Per our conversation this morning, following is an amended proposal to add 25 additional recruits (and t-shirts) for the hearing on Monday, October 16. Please know that this *replaces* (rather than in addition to) the proposal sent to you on September 25.

Hawthorn will assign a local grassroots organization in New Orleans to recruit and manage participants and speakers for the hearing. We will turn out New Orleans citizens (age 18 and older) who support building the New Orleans Power Station for their own reasons (jobs, local energy, reliability, economic development, community investment, etc.). These will be real supporters whom we have identified, recruited and educated about the benefits of the power station and why it is the most desirable solution at this time and for future energy needs.

We will turn out **75 supporters for the hearing** and an **additional 10 people who will sign up to provide two-to-three minute testimony**. We will have all people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get in the room (please let us know if that is not enough time). Supporters and speakers will prepare their own hand made signs and we will provide them with **branded t-shirts** so that the Council members and media will be able to visualize the volume of support. You have previously reviewed the t-shirt design/message.



Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include.

Hawthorn management fee	\$7,500
75 supporters (with hand-made signs) plus 10 speakers for testimony; branded t-shirts for all	\$12,750
10 supporters to provide testimony	\$6,500
Branded t-shirts for supporters and speakers	\$1,830
Gross receipts tax (\$0.0035)	\$100
TOTAL:	\$28,680

Thank you and we look forward to working with you for a successful event.

Best,

Suzanne

John Ashford

From: Suzanne Hammelman
Sent: Tuesday, October 3, 2017 4:22 PM
To: Adam Swart
Subject: FW: Revised proposal -- QUESTION

Can you help me with the response to this question from the client?

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Tuesday, October 3, 2017 3:42 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: Revised proposal -- QUESTION

To your point about lessening the questions –

How do the participants you're securing answer questions about their support and affiliation, if asked by media, etc.?

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Tuesday, October 03, 2017 2:32 PM
To: POLLARD, YOLANDA Y
Subject: RE: Revised proposal -- QUESTION

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

I actually think it would be good if we can get others to wear shirts. That will lessen the questions about "who are these people?"

I MAY be able to still change the color – we haven't printed yet (but I'm not sure if we've ordered the actual shirts

We may want to order shirts in bulk – maybe get 250 of them that can be used now and at the next event (right now we're using 85 of them – so up that to 125 for this hearing and leave 125 that you can provide to union members, employees and others for the next hearing). The shirts right now are just under \$22 I believe. Ordering a larger quantity might bring the per unit cost down. If you're interested, I'll check. Just give me a ball park number (100, 200, 250, 500)

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Tuesday, October 3, 2017 3:26 PM



To: Suzanne Hammelman <shammelman@hawthorngroup.com>

Subject: RE: Revised proposal -- QUESTION

What's your take on union leaders also wearing orange tshirts, similar to attendees you're securing? Might not hurt that NOPS supporters wear orange in general, but interested to hear your perspective...

Not sure if union will wear orange at this point, but that's a possibility to put on the radar.

From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]

Sent: Tuesday, October 03, 2017 12:25 PM

To: POLLARD, YOLANDA Y

Subject: Revised proposal

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Yolanda –

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Branded t-shirts for supporters and speakers	\$1,830
Gross receipts tax (\$0.0035)	\$100
TOTAL:	\$28,680

Thank you and we look forward to working with you for a successful event.

Best,

Suzanne

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Sent: 10/12/2017 2:09:13 PM +0000
To: "MERCADEL, DEMETRIC M" <DMERCAD@entergy.com>
CC: "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: FW: NOPS SUPPORT AT OCTOBER 16TH PUBLIC HEARING ON NOPS - ASSIGNMENTS

Demetric -- The decision was made and discussed over a few calls that we wanted stakeholders to make a statement in their own words during the hearing. No scripts and talk points for reading this time. Thanks for all the outreach support. Yolanda

From: MERCADEL, DEMETRIC M
Sent: Wednesday, October 11, 2017 6:34 PM
To: MITCHELL, KIM G; DUNN, ALEX S; FAVORITE, PRESTON J; WASHINGTON, BRIAN E; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Rice Jr, Charles; Green-Brown, Antoinette S; POLLARD, YOLANDA Y; FERBOS, PAMELA; Thompson, Drew Z; Molnar, Isvan; STEWART, MELONIE P; caryn@brightmomentsnola.com
Cc: Williams, Jessica; Raymond, Tara
Subject: RE: NOPS SUPPORT AT OCTOBER 16TH PUBLIC HEARING ON NOPS - ASSIGNMENTS

Dillard Women in STEM program	DEMETRIC MERCADEL	Provide Speaking Points on Behalf of Dillard & their support of the school. Marc Barnes will be out of town & sending a representative.
Black Chamber of Commerce	DEMETRIC MERCADEL	Kelisha Garret will be attending to read their letter of support into the record.
Catholic Charities	DEMETRIC MERCADEL	Contacting Sr. Marjorie
New Orleans Council on Aging	DEMETRIC MERCADEL	Howard Rodgers attending
Greater New Orleans Development Foundation - NORLI	DEMETRIC MERCADEL	New management -
Peggy Mendoza	DEMETRIC MERCADEL	Reviewing documentation and will get back to me
Melissa Gibbs	DEMETRIC MERCADEL	Reviewing documentation and will get back to me
Second Harvesters	DEMETRIC MERCADEL	Patty contacting Natalie Jayroe, CEO



St. Augustine	DEMETRIC MERCADDEL	<i>Provide speaking points to Dr Kenneth St Charles</i>
TCA	DEMETRIC MERCADDEL	<i>Thelma French, Glenis Scott & Pete Sanchez to attend</i>
Zulu Social Aid & Pleasure Club	DEMETRIC MERCADDEL	<i>Need to provide talking points to Naaman Stewart</i>
Delgado Community College	DEMETRIC MERCADDEL	<i>Provided details on the topic to Dr. Arnel Cosey</i>

Thelma also wants to bring Head Start parents from New Orleans East – we need to get them minimal statements to make in support. She is determining who she can bring – they have a van service they will shuttle them there!

Ms. Demetric M. Mercadel | Public Affairs Customer Service Specialist Sr. / Low Income Champion | Entergy New Orleans, Inc.

1600 Perdido Street, L-MAG-5058 | New Orleans, LA 70112

504-670-3614 | 504-913-6451 | 504-670-3603 | dmercad@entergy.com | entergyneworleans.com

This e-mail may contain personal information, and must be protected against unauthorized access or disclosure in accordance with the Protection of Information Policy



From: MITCHELL, KIM G
Sent: Wednesday, October 11, 2017 4:37 PM
To: MITCHELL, KIM G; MERCADDEL, DEMETRIC M; DUINN, ALEX S; FAVORITE, PRESTON J; WASHINGTON, BRIAN E; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Rice Jr, Charles; Green-Brown, Antoinette S; POLLARD, YOLANDA Y; FERBOS, PAMELA; Thompson, Drew Z; Molnar, Istvan; STEWART, MELONIE P
Cc: Williams, Jessica; Raymond, Tara
Subject: RE: NOPS SUPPORT AT OCTOBER 16TH PUBLIC HEARING ON NOPS - ASSIGNMENTS

Team:

Please let me know asap if you had any commitments with your community partners.

From: MITCHELL, KIM G
Sent: Tuesday, September 12, 2017 9:47 AM
To: MERCADÉL, DEMÉTRIC M (dmercad@entergy.com); DUNN, ALEX S; FAVORITE, PRESTON J; WASHINGTON, BRIAN E; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Rice Jr, Charles (crice@entergy.com); Green-Brown, Antoinette S (agreeen@entergy.com); POLLARD, YOLANDA Y; FERBOS, PAMELA; Thompson, Drew Z; Molnar, Istvan (imolnar@entergy.com); STEWART, MELONIE P
Cc: Williams, Jessica; Raymond, Tara
Subject: RE: NOPS SUPPORT AT OCTOBER 16TH PUBLIC HEARING ON NOPS - ASSIGNMENTS

From: MITCHELL, KIM G
Sent: Tuesday, September 12, 2017 9:43 AM
To: MERCADÉL, DEMÉTRIC M (dmercad@entergy.com); DUNN, ALEX S; FAVORITE, PRESTON J; WASHINGTON, BRIAN E; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Rice Jr, Charles (crice@entergy.com); Green-Brown, Antoinette S (agreeen@entergy.com); POLLARD, YOLANDA Y; FERBOS, PAMELA; Thompson, Drew Z; Molnar, Istvan (imolnar@entergy.com); STEWART, MELONIE P
Cc: Williams, Jessica; Raymond, Tara
Subject: NOPS SUPPORT AT OCTOBER 16TH PUBLIC HEARING ON NOPS

Team:

We need your help recruiting our community partners to speak on our behalf at the NOPS public hearing on October 16. I will be sending an Excel spreadsheet under separate cover with the assignments. When you get the spreadsheet, please send the letter below to your assigned community partner(s) along with a copy of the attached NOPS FAQ document.

I'm sending the spreadsheet under separate cover so that we don't accidentally send it to the community partners. If you have any questions, please contact me.

Thanks.

Kim G. Mitchell

Community Development Program Representative
Entergy New Orleans, Inc.

504.670.3643

Dear Community Partner,

As a company that's been here for the community for many years and contributed millions of dollars to hundreds of nonprofits to support their programs, we find ourselves in need of your assistance.

We need your support on Oct. 16, 2017 at 5:30 pm in the New Orleans City Council's chambers. There will be a public hearing on a natural gas powered generating station that we're proposing to build in east New Orleans. This new unit is needed to help us meet our grid reliability needs.

If approved, this new station will be located on the same site where we safely operated a now decommissioned power station for more than 50 years. We've done our due diligence as a company to ensure that we've selected the most affordable, safest, and best option for our customers. See attached document for more information.

I hope we can count on your support on Oct. 16th where you'll have an opportunity to speak for 2 minutes or less about why you support us in this effort.

We value community partnerships and we appreciate what you do and continue to do for our great city!

(INSERT SIGNATURE OF SENDER)

John Ashford

From: Suzanne Hammelman
Sent: Monday, October 16, 2017 10:42 AM
To: Adam Swart
Subject: FW: All set!

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Monday, October 16, 2017 10:36 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: All set!

Thanks for all your help. We should be all set for tonight. Please know that the AFL-CIO will also attend tonight and may try to secure center area seats as they did last time. I think there's room for both groups to sit in that center section, maybe with some overflow (a good thing).



John Ashford

From: Suzanne Hammelman
Sent: Monday, October 16, 2017 4:35 PM
To: Adam Swart; Steve Cohen (scohen@hawthorngroup.com)
Subject: FW: All set!

Importance: High

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Monday, October 16, 2017 4:32 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: All set!

Hearing the opposition is arriving at the council chambers with signs and going inside. Is our group there yet?

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Monday, October 16, 2017 10:16 AM
To: POLLARD, YOLANDA Y
Subject: RE: All set!

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

And we've instructed our crew to sit in the center if they can, as well.

From: Suzanne Hammelman
Sent: Monday, October 16, 2017 10:40 AM
To: 'POLLARD, YOLANDA Y' <YPOLLAR@entergy.com>
Subject: RE: All set!

Good luck. Thanks. Let me know how it goes.

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Monday, October 16, 2017 10:36 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: All set!

Thanks for all your help. We should be all set for tonight. Please know that the AFL-CIO will also attend tonight and may try to secure center area seats as they did last time. I think there's room for both groups to sit in that center section, maybe with some overflow (a good thing).









October 16, 2017, Text Message Communications

Pollard (5:30 p.m.): “What do you think?” [Time code on video file shows public hearing began at 5:30 PM]

Rice (5:31 p.m.): “Looks fabulous.”

Rice (5:42 p.m.): **“Hawthorne cane [came] through let’s figure out how we can further engage.”**



John Ashford

From: Suzanne Hammelman
Sent: Monday, October 16, 2017 10:27 PM
To: Adam Swart
Cc: Steven Cohen
Subject: Fwd: All set!

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Monday, October 16, 2017 10:21:02 PM
To: Suzanne Hammelman
Subject: RE: All set!

Great turnout tonight. There was a supportive sea of orange. Many of our employees and nonprofit partners also wore the t-shirts. Thanks for all your support!!!

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Monday, October 16, 2017 3:47 PM
To: POLLARD, YOLANDA Y
Subject: RE: All set!

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

They are scheduled to arrive within the next 45 minutes.

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Monday, October 16, 2017 4:32 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: All set!

Hearing the opposition is arriving at the council chambers with signs and going inside. Is our group there yet?

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Monday, October 16, 2017 10:16 AM
To: POLLARD, YOLANDA Y
Subject: RE: All set!



EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

And we've instructed our crew to sit in the center if they can, as well.

From: Suzanne Hammelman
Sent: Monday, October 16, 2017 10:40 AM
To: 'POLLARD, YOLANDA Y' <YPOLLAR@entergy.com>
Subject: RE: All set!

Good luck. Thanks. Let me know how it goes.

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]
Sent: Monday, October 16, 2017 10:36 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: All set!

Thanks for all your help. We should be all set for tonight. Please know that the AFL-CIO will also attend tonight and may try to secure center area seats as they did last time. I think there's room for both groups to sit in that center section, maybe with some overflow (a good thing).

October 20, 2017, Text Message Communications

Rice (10:15 a.m.): "Let's discuss Hawthorne getting people there for December 13."

Pollard (10:16 a.m.): "Ok."



Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Friday, October 20, 2017 11:30 AM
To: Suzanne Hammelman
Subject: Following up

Hi Suzanne,
Let's keep in touch about possible need for turnout during a December meeting. I'll follow up with details when confirmed.

Thanks,
Yolanda



From: "Cavell, Charlotte" <ExchangeLabs/Exchange Administrative Group (FYDIBOHF23SPDLT)/Recipients/1853923e573140f895f749ef8495ba41-Cavell, Cha>
Sent: 10/20/2017 9:01:59 PM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: The Lens

I did some recon. He is a freelance writer who writes for many different outlets. His home base is here. He clearly tailored this piece for its intended audience.

From: Rice Jr, Charles
Sent: Friday, October 20, 2017 3:55 PM
To: Cavell, Charlotte
Cc: POLLARD, YOLANDA Y
Subject: Re: The Lens

I don't even remember saying that it was a hit piece and he is clearly on the other team

Charles L Rice Jr.

On Oct 20, 2017, at 1:19 PM, Cavell, Charlotte <ccavell@entergy.com> wrote:

Hey Charles – The Lens NOLA just published a story on Monday night's hearing. Will circulate it in clips, but here is the link in case you want to read it now: <http://thelensnola.org/2017/10/20/pumping-problems-hurricane-scares-play-into-debate-over-new-entergy-power-plant/>

I didn't see the freelancer there that evening. I'm not sure if you talked to him or if he just overheard you per this quote:
"I think we've got them outnumbered," chuckled Charles Rice Jr., president and CEO of Entergy New Orleans, before the hearing started.

It's toward the middle of the article that speaks about our supporters.

Thanks,

Charlotte



ENO-NOPS006311

**Charlotte J. Cavell | Sr. Communications Specialist | Entergy New Orleans,
Inc.**

504-670-3688 (office) | 225-252-2986 (cell) | entergyneworleans.com

<image001.png>

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Monday, October 23, 2017 4:28 PM
To: Suzanne Hammelman
Subject: second tweet, see comments

Here's the second tweet by same individual we discussed, with comments.





<https://twitter.com/0None0>



Home



That F
@0None0

From: "Cavell, Charlotte" <ccavell@entergy.com>
Sent: 10/23/2017 5:09:16 PM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: FW: [Sprinklr] Message assigned

FYI – see tweet below re: paid protesters?

From: Sprinklr [mailto:user1@alerts.sprinklr.com]
Sent: Monday, October 23, 2017 8:24 AM
To: Cavell, Charlotte
Subject: [Sprinklr] Message assigned

 Nicole Bradshaw has assigned a message to you. 

Oct 23

 elsbet Oct 23

So I got the verbal confirmation I needed. There were paid protesters for Entergy at City Council. \$60 paid 2 hrs later at Dave n' Busters
<https://t.co/VcPeluDD1p>



ENO-NOPS006573

Properties

Queues

Client Queues

Partner Queues

Not Assigned

Not Assigned

Comments



Nicole Bradshaw

Oct 23

FYI - ?

[View Post](#)



[Need help? Have feedback? Feel free to contact us.](#)

[Unsubscribe](#) from these emails

This message was sent from [Sprinklr's Social@Scale Platform](#)

From: "Cureington, Seth" <scurein@entergy.com>
Sent: 10/24/2017 4:04:46 PM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: FW: Docket UD-16-02, 10-16-17 Public Hearing: Cards provided by persons who were unable to speak due to expiration of time
Attachments: 10-16-17 Public Hearing, cards of persons who did not speak - Provided to parties 10-24-17.pdf

From: Tom Stratton [mailto:wtstrattonjr@nola.gov]
Sent: Tuesday, October 24, 2017 10:50 AM
To: Al Luna; MAURICE-ANDERSON, ALYSSA; Beatmann, Jay (jay.beatmann@dentons.com); Beth Galante (bgalante@posigen.com); Beverly B. Gariepy; bnorwood@posigen.com; Bobbie F. Mason; Guillot, Brian; 'buddo@earthlink.net'; Byron S. Watson (bwatson@ergconsulting.com); Chinyere Osuala (cosuala@earthjustice.org); clinton.vince@dentons.com; Connolly A. Reed; Burleigh, Danielle; David S. Gavlinski; Emma F. Hand (emma.hand@dentons.com); Ernest L. Edwards Jr. (ledwards0526@gmail.com); Errol Smith; Forest Wright (forest@all4energy.org); HUNTLEY, GARY E; Barton, Harry M; James R. Dauphinais (jdauphinais@consultbai.com); Jeff Cantin (jcantin@gsreia.org); Jeff Wilkerson (wwilkerson@wilkersonplc.com); Jeffrey S Gulin (jgulin@verizon.net); Romano III, Joseph J; Joseph Vumbaco (jvumbaco@ergconsulting.com); Joseph W. Rogers (jrogers@ergconsulting.com); Joshua Smith (joshua.smith@sierraclub.org); Judith Sulzer (jsulzer@roedelparsons.com); FREESE, KAREN H; Kelley R. Bazile (kbazile@wilkersonplc.com); Logan Atkinson Burke (logan@all4energy.org); Lora W. Johnson; Luke F. Piontek (lpiontek@roedelparsons.com); Mark Zimmerman (zimmermr@airproducts.com); Maurice Brubaker (mbrubaker@consultbai.com); Michael Brown; Monique Harden; Presley R. Reed - Dentons (presley.reedjr@dentons.com); Pearlina Thomas; Rebecca H. Dietz; Robert Wiygul; Cureington, Seth; Susan Stevens Miller (smiller@earthjustice.org); Fontan, Suzanne M; Perrault, Therese; CRAGIN, TIMOTHY S; Tom Stratton; Victor M. Prep (vprep@ergconsulting.com); Will Feldman (wfeldman@gsreia.org)
Subject: Docket UD-16-02, 10-16-17 Public Hearing: Cards provided by persons who were unable to speak due to expiration of time

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Dear parties and others on the service list:


CURO received a party request for copies of the speaker cards completed by those who were unable to speak at the 10/16 Public Hearing because time expired. We are providing the attached copy of the cards to everyone on the service list in the docket based on the assumption that the information may be of interest to others as




ENO-NOPS006571

well.

Tom

 – Support

 – Opposed

 – Not Listed

October 16, 2017 UC-16-04 Public Hearing Public Comment Cards of People who Spoke

-  Ben Gordon

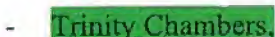
- o Pax Christi/ Green Party, PO Box 71443 New Orleans LA 70172 “Focus on energy alternative” opposed to power plant

-  Charles Thomas

- o 5632 Stillwater Dr. NOLA 70128, in support of power plant

-  Howard Rodgers

- o New Orleans Council on Aging, 2475 Canal St. – in support of power plant

-  Trinity Chambers, 12400 Jefferson Hwy. Apt. 1004, in support of power plant

-  Benjamin Wood

- o 724 Gallier St. New Orleans LA 70003, in support of power plant

-  Kailey Alexander

- o In support of power plant

-  Tiger Hammond

- o Southeast LA Building Trades Council, 837 N. Carrollton Ave., in support of power plant

-  Colin Branton

- o Iron Workers, 3035 Paris Ave., in support of power plant

-  Herman Netzhamer

- o 69336 Archie Singleton Rd. Pearl River, LA 70452 (Did not come forward), in support of power plant

-  John Johnson

- o Icons for Peace, 2322 St. Claude St., in support of power plant

-  Johnny Rock

- o 301-A N. Olympia New Orleans, 70119, in support of power plant

-  Otto Munch

- o IBEW Local -130, 3200 Ridgelake Dr. Metairie LA 70002, in support of power plant

-  Emanuel Mitchell Sr.

- o Carpenters Local Union, 2850 Massachusetts Ave. Metairie LA 70003, in support of power plant

-  Benjamin Quimby

- o 1621 S. Rampart St. New Orleans LA 70113, in opposition of power plant

-  Zack Rosenberg

- o SBD, 2645 Toulouse NOLA, in support of power plant

-  Charles Ravaglia

- o 1803 St. Philip St New Orleans, in opposition of power plant



- Will Feldman

- o Solar Alternatives Inc., 1821 Robert St. New Orleans LA, in opposition to power plant

- Alan C. Kohorst

- o Volunteers of America, 4152 Canal St. NOLA 70119, in support of power plant

- Michael Williamson

- o United Way of Southeast Louisiana, 25115 Canal St. NOLA 70119, in support of power plant

- Parviz Rastgoufard

- o University of New Orleans, 2000 Lakeshore Dr. New Orleans LA 70148, in support of power plant

- Gordon Wadge

- o YMCA of Greater New Orleans , in support of power plant

- Shannan Cvitanovic

- o UMCO of GNO, in support of power plant

- Richard Arnold

- o Covenant House, 611 N. Rampart St. New Orleans LA 70112, in support of power plant

- Natalie Jayroe

- o Second Harvest Food Bank, 700 Edwards Ave., NOLA 70123, in support of power plant, "Entergy is a remarkable community partners. Helps us feed children, seniors, and families and respond to disaster"

- Alicia Coske

- o In opposition of power plant

- Chris Barrilleaux

- o 401 28th St. New Orleans LA 70124, in support of power plant

- Robert Heidel

- o 6 Hennessey Ct. River Ridge LA , in support of power plant

- Brian Burns

- o 121 Turnberry Dr. New Orleans, LA. 70128, in support of power station

- Al Bostick

- o IBEW #130, 2629 Rousseau St. New Orleans LA, in support of power station

- Sister Leona Brunor SSF

- o Sisters of the Holy Family, in support of power station

- Anthony Barbier

- o 117 Valerie St. Lockport LA.

- Teresa Scott

- o 436 18th St. New Orleans La 70124, in support of power plant, "Clean energy, adequate power I would like to speak."

- Robert Burnside

- o 504-901-5878, "A plant safely operated there since the 1960's why not now?"

- Pastor Pierre

- Living Witness Ministries, 1528 Oretha Castle Haley Blvd. New Orleans LA 70113, in support of power plant
- Iby Hampton Jr.
 - 6124 Vicotrian Dr. Marrero LA 70012, in support of power plant
- Sheldon Cutrer
 - In support of power plant
- Alexander Miller
 - 2919 Laurel St. NOLA 70115, in opposition of power plant
- Cherelle Blazer
 - 3515 Patterson Dr. 70114, in opposition to power plant, "NO gas plant for New Orleans"
- Christopher McKay
 - 316 Sequin New Orleans 70114, in support of power plant, "Makes sense to do it now"
- Kevin Fitzwilliam
 - Joule Energy, 4428 St. Charles Ave. 504-231-0119, "New Orleans should prioritize renewable energy, Local companies can fulfill the work needed to put renewables onto grid." (opposition to power plant)
- Dr. Calvin Mackie
 - STEM NOLA, 4910 Drexel Dr. 504-391-0730, in support of power plant\
- Tangee Wall
 - East NO Resident and Friends of Joe W. Brown Park; 111 Eastview Dr. NO LA 70128, 504-427-2596 "Support of new entergy power station"
- Frain Bayas
 - 11311 Parkwood Court South 504-388-7375, "opposed to plant"
- William Bickham
 - 4842 Eunice Dr. NOLA 70127, 504-756-5132
- Dean Boyer
 - 2717 Second ST. New Orleans LA 70113 504-865-5980; "We need to be leaders in Resilience and forward-thinking strategies. No more business as usual." (opposition to power plant)
- Gary L. Hawkins
 - 7 Glen Abbey Way, 70131 "support the power plant"
- Dr. Margaret Montgomery Richards
 - DMM 7 Assoc., 4298 Elysian Fields "Support NOPS"
- Uche Okpalosi
 - Positive Change; 7437 Stratmore NOLA 70128 504-236-0621; "I'm a business owner who is support of change and growth" (in support of power plant)
- Ramiro Diaz
 - 1113 St. Mary NOLA 70130; "Against Entergy power plant"
- Reagan Sidney
 - Garden Doctors, 201 St. Charles Ave. New Orleans 504-818-2626; in support of power plant

- Michael Kraft

- o Home Builders Association of New Orleans, 2424 N. Arnoult Rd. Metairie LA 504-837-2700; "We are in support of the construction of the new power plant in East New Orleans"

- Frank Morse

- o Home Builders Association of New Orleans, 2424 N. Arnoult Rd. Metairie LA 504-669-3977; "In support of new plant"

- Kelissa Garrett

- o New Orleans Regional Black Chamber of Commerce, 6600 Plaza Dr. NOLA 504-948-0991 "support of the project"

- Harry Lowenburg- ceded time to Scott Eustis with Gulf Restoration Network

- o opposed to power plant "ground water extraction/levees subsidence concern"

- Dawn Hebert

- o 6846 Lake Willow Dr. 70126; opposed to power plant

- Rev. Cornelius Tilta

- o 2339 Constance St 70130; "for Power station"

- Craig Hood

- o Loyola University, 7205 Broad Place NOLA 70125 504-866-0071 "Please weigh the need and costs of a new gas powered plant" (opposed to power plant)

- Jodie L. Manale

- o Sustainability community work, 2728 S. Broad St. 70125 504-444-5765; "I oppose a gas fired power plant and have specific remarks"

- Stephen Medina

- o 2908 Maurepas St. 70119 504-909-7221; "prefer no more gas plants"

- Antoinette Brown

- o 6901 Mayo Blvd. 504-913-0735; in support of power plant

- Darryl G. Brown

- o 6901 Mayo Blvd. 504-428-8549; "I am in support of the Entergy Power plant"

- William Murphy

- o 1324 Music St.; 504-427-3872; "Carbon in the air causes flooding" (opposed to power plant)

- Hannah Chateau

- o 3800 Cumaine St. 504-432-9172; "No gas plant"

- Myron Green

- o 8075 Driftwood Dr. NOLA 70126 504-914-9410

- Josh Fox

- o 1014 Dumaine NOLA 70116 504-917-789-0743; "no gas plant"

- David Stets

- o 2101 Selma St. 804-222-4420 (opposed to power plant)

October 16, 2017 UC-16-04 Public Hearing Public Comment Cards of People who Did Not Get to Speak

- **David Fernandez**
 - o East Lexington Gretna, LA 504-392-8841
- **Eric Buher**
 - o Vayla New Orleans 13235 Chef Meuteur Hwy NOLA 70129
- **Minh Nguyen**
 - o Vayla New Orleans 13235 Chef Muenteur Hwy 504-931-5878
- **Andreanecia M. Morris**
 - o Greater New Orleans Housing Alliance, 4713 S. Carrollton Ave. NOLA 70119 504-482-7876; "New Orleans needs to empower its people and not our utility company" (opposed to power plant)
- **Kali Bunn**
 - o 8419 Spruce St. New Orleans LA 70118 417-225-2627
- **Myron Katz, PhD**
 - o Building Science Innovators, 302 Walnut St. 504-343-1243; "Opposed to NOPS"
- **Micajah Burke**
 - o 733 Philip St New Orleans "Where is knowledge lost to information"
- **Jasmine Fournier**
 - o 2020 St. Claude Ave, NOLA 70116; 314-623-40658 "I am in strong opposition of building this power plant"
- **Keith Liederman**
 - o Kinglsey House, 1600 Constance St. 504-523-6221
- **David LeBreche**
 - o 3317 Jefferson Ave. NOLA 70125 504-239-9558; "The future is alternative energy; build a plant, but not gas"
- **Natalie Montoya**
 - o Gulf Restoration Network, 330 Carondelet 504-525-1528 x 209; "Oppose power plant, cede time to Scott Eustis"
- **Danil Faust**
 - o 400 Burgundy St. NOLA 70112 504-708-3345
- **Rev. Deanna Vandiver**
 - o Center for Ethical Living; Social Justice , 1936 Bayou Rd. New Orleans LA 70116, 504-821-9284 "Please resist the environmental racism implicit in this proposal"
- **David McKendall-Hunter**
 - o ENONAC, 7630 Eastmore Rd. NO LA 70126 504-508-0581, "Withhold support"
- **Alex Whatley**
 - o 209 S. Dupre St; 251-554-9912 "opposition to new plant"

- **Matthew Butler**
 - o Solar, 504-231-2569
- **Cody Hancock**
 - o Solar, 319-329-8721, "The economics don't make sense for a new power plant"
- **Pastor Cedric Wila**
 - o Jerusalem COGic, 3822 MLK Blvd 504-222-0957 "in favor of power plant"
- **Happy Johnson**
 - o 505 Andry St. 504-315-5083
- **Corey Dowden**
- **Matthew Fraser**
 - o 409 Bouay St. NOLA; Oppose plant
- **Jared Sessum**
 - o CBD 930 Poydras ST. 315-868-3958 "Energy Efficiency"
- **Timothy David Ray**
 - o 4527 South Roman St. New Orleans LA 70125, "Supporting solar energy priorities and the huge impact it'll have on workforce development"
- **Margaret Bowen**
 - o 2615 Valence St. New Orleans, LA 70115 816-200-9162; "The irresponsibility of Entergy and NO City Council is disgusting that it has even entertained this possibility"
- **Debra Joseph**
 - o Sugar Hill Assoc., 3112 St. Anthony Ave. 504-616-8717 "favor of"
- **Max Ciolino**
 - o 302 S. Genois St. NOLA 70119 504-495-2254 "Opposed"
- **Benjamin Byboth**
 - o 6232 Dauphine St 603-501-9039 "Reliability includes voltage/frequency/peaking"
- **Pastor Jermaine Hampton**
 - o Prayer Tower Church of God in Christ, 8708 Willow St. NOLA 70118 504-319-8760 "Support"
- **Williams Arendell**
 - o 3630 Upperline St New Orleans LA 70125 504-358-0377
- **Natalie Reaux**

October 16, 2017 UC-16-04 Public Hearing Public Comment Cards from Intervenors that Did Not Get to Speak

- Elizabeth Galante
 - o Posi Gen Solar, 819 Central Ave Jefferson LA 70121 504-339-5544 “Opposed to new power plant”
- Gary Huntley
 - o Entergy New Orleans, 1600 Perdido St. NOLA 70112 504-670-3680 “Support the power station”
- Jay Beatmann
 - o Council Utility Advisors, 650 Poydras St New Orleans LA 70130 504-256-6142
- Dr. Nnan Fields
 - o Entergy, 3200 Orleans, 504-231-2332
- Michael L. Brown
 - o Sierra Club, 1434 N. Roman St. New Orleans, LA 504-340-6300 “Opposition to gas plant”
- Monique Harden
 - o Deep South Center for Environmental Justice, “Oppose Entergy Proposed gas plant”
- Dr. Beverly Wright
 - o Deep South Center for Environmental Justice “Oppose Entergy’s proposed gas plant”
- Kyu min Huh
 - o Alliance for Affordable Energy International, 504-390-6987 “Against new gas plant in New Orleans”
- Jeff Cantin
 - o Solar Alternatives 2803 St. Philip NOLA, 931-0954 “Solar information from Entergy and supporters is not accurate”

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Thursday, January 11, 2018 5:43 PM
To: Suzanne Hammelman
Subject: RE: please call my cell when you get a minute

Take your time.

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Thursday, January 11, 2018 4:42 PM
To: POLLARD, YOLANDA Y
Subject: Re: please call my cell when you get a minute

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

K. In meeting but will Call you asap

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Thursday, January 11, 2018 5:38:04 PM
To: Suzanne Hammelman
Subject: please call my cell when you get a minute

Cell number is 504-912-0571. Not payment related. Thanks, Yolanda



January 11, 2018, Text Message Communications

Rice (11:25 a.m.): "Think we can get hawthorn to get us 20 people."

Pollard (11:29 a.m.): "Will check!"

Rice (11:37 a.m.): "Make it 30."

Pollard (12:02 p.m.): "Got it."

Pollard (5:51 p.m.): "Talked to Hawthorn. They will send us cost estimates."



Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Friday, January 19, 2018 11:19 AM
To: Suzanne Hammelman
Subject: RE: Feb. 21 hearing options

I think we can do better than last time. ☺

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Friday, January 19, 2018 10:15 AM
To: POLLARD, YOLANDA Y
Subject: RE: Feb. 21 hearing options

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Excellent. Will send details shortly – but know terms will be “payable on receipt,” which I know is not likely to happen ☺

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Friday, January 19, 2018 10:59 AM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Cc: Steven Cohen <scohen@hawthorngroup.com>
Subject: RE: Feb. 21 hearing options

Hi Suzanne,

Hope you guys are staying warm. We’ve been out of pocket most of this week due to icy roads and also focused on some regional power issues. Back in the office today. Thanks for your patience.

I discussed with Charles. Let’s go with **30 supporters and 10 speakers** for the Feb. 21 utility committee meeting. Note the location has changed due to council chamber renovations. It is currently set for 10 a.m. in the Pan American Building, 601 Poydras ST, 11th floor Auditorium, New Orleans, LA.

Please send me the outline for us to develop the contract on this end.

Thanks,
Yolanda



From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Friday, January 12, 2018 2:19 PM
To: POLLARD, YOLANDA Y
Cc: Steven Cohen
Subject: Feb. 21 hearing options

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Yolanda –

Hope your Dad is getting better. Thinking of you and your family.

Following are some options for you for Feb. 21:

Hawthorn fee:	\$5,000 plus recruiting expenses for
• 15 supporters at hearings with hand-made signs:	\$6,125
• 30 supporters at hearing with hand-made signs:	\$7,725
• 5 speakers	\$4,600
• 10 speakers	\$6,700

Let me know as soon as you can if there is interest. More time generally = better quality.

Suzanne

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Thursday, February 15, 2018 6:43 PM
To: Suzanne Hammelman
Cc: Steven Cohen
Subject: RE: Please review attached for next week

Sounds good. Thanks!

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Thursday, February 15, 2018 5:41 PM
To: POLLARD, YOLANDA Y
Cc: Steven Cohen
Subject: Re: Please review attached for next week

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We'll have people there at 8

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Thursday, February 15, 2018 6:33:37 PM
To: Suzanne Hammelman
Cc: Steven Cohen
Subject: RE: Please review attached for next week

We understand the doors will open at 9 a.m. -- prior to the 10 a.m. meeting. May be best to arrive before 9 since there may be a line of people waiting for doors to open. Thoughts?

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Tuesday, February 13, 2018 12:04 PM
To: POLLARD, YOLANDA Y
Cc: Steven Cohen
Subject: Please review attached for next week

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.



Yolanda –

Please see attached for next week and let me know if you have any concerns.

Happy Fat Tuesday!

Suzanne

Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Wednesday, February 21, 2018 7:07 AM
To: Suzanne Hammelman
Cc: Steven Cohen
Subject: Fwd: Room opens at 8:30AM

Just for your awareness this morning. See media report of planned 9:30 am CST protest at the Pan Am building.

Begin forwarded message:

From: "MERCADDEL, DEMETRIC M" <DMERCAD@entergy.com>
Date: February 21, 2018 at 5:25:00 AM CST
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>, "Barton, Harry M" <hbarton@entergy.com>, "CRAGIN, TIMOTHY S" <tcragin@entergy.com>, "Guillot, Brian" <bguill1@entergy.com>, "Rice Jr, Charles" <crice@entergy.com>, "DUNN, ALEX S" <adunn@entergy.com>, "Green-Brown, Antoinette S" <agreen@entergy.com>
Subject: Re: Room opens at 8:30AM

Good Morning

WWL-TV reported this morning a protest in front of the Pan Am Bldg at 9:30am

Sent from my iPhone
Demetric M Mercadel
Entergy New Orleans, LLC
(504)913-6451

On Feb 20, 2018, at 6:04 PM, HUNTLEY, GARY E <GHUNTLE@entergy.com> wrote:

I received confirmation that the room will open at 8:30AM. Let's get as many of our folks there ahead of the bus from NO East.



John Ashford

From: Suzanne Hammelman
Sent: Thursday, February 22, 2018 1:30 PM
To: Adam Swart
Cc: Steve Cohen (scohen@hawthorngroup.com)
Subject: FW: last night

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Thursday, February 22, 2018 1:23 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: last night

No action needed at this point. Just wanted you to be aware. Not everyone wore the shirts, only a handful of folks. And I did recognize a few faces from last time, so that may explain some of it.

From: Suzanne Hammelman [mailto:shammelman@hawthorngroup.com]
Sent: Thursday, February 22, 2018 12:17 PM
To: POLLARD, YOLANDA Y
Subject: RE: last night

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Hmmm – I wasn't aware they were going to do that and IF we need to do anything further on this I'll make sure that doesn't happen again. I expect it was an individual decision – based on the fact that we wanted to make sure some of the same people showed up because that is what would happen organically.

From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Thursday, February 22, 2018 12:57 PM
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: RE: last night

Thanks for checking in. Everything went fine and the proposal was passed by the utilities committee 4-1 for consideration by the full council on March 8. I was a little surprised that *some* folks wore the orange shirts again. An opponent wore a marked-up orange shirt and commented about paid supporters.



From: Suzanne Hammelman [<mailto:shammelman@hawthorngroup.com>]
Sent: Thursday, February 22, 2018 11:38 AM
To: POLLARD, YOLANDA Y
Subject: last night

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Congratulations!

Wondering if there is any feedback on the turnout/speakers? Just want to make sure we're doing a good job (and if not, I need to make corrections!).

Thanks.

From: "Williams, Jessica" <jwill59@entergy.com>
Sent: 2/23/2018 7:35:11 PM +0000
To: "Raymond, Tara" <tledet@entergy.com>; "Green-Brown, Antoinette S" <agreen@entergy.com>; "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: RE: NOPS Support Speakers Feb 21 18 ver 4.0.xlsx
Attachments: FINAL-NOPS Support Speakers Feb 21 18 ver 4.1.xlsx

Please see attached.

From: Raymond, Tara
Sent: Friday, February 23, 2018 1:16 PM
To: Williams, Jessica; Green-Brown, Antoinette S; POLLARD, YOLANDA Y
Cc: Raymond, Tara
Subject: RE: NOPS Support Speakers Feb 21 18 ver 4.0.xlsx

Can someone provide me the latest greatest list? I want to add who attended and who spoke.

Thanks,

Tara L. Raymond

Entergy New Orleans

Office of the President

tledet@entergy.com

504-670-3619

From: Williams, Jessica
Sent: Tuesday, February 20, 2018 5:08 PM
To: Green-Brown, Antoinette S; POLLARD, YOLANDA Y; Raymond, Tara
Cc: Williams, Jessica
Subject: NOPS Support Speakers Feb 21 18 ver 4.0.xlsx



ENO-NOPS005839

Updated 5:08pm 2/20/18

NOPS Meeting - Feb 21 2018

Last	First	Business/Agency	Will Attend?	Will Speak?	
Alexander	Jerry	Community Activist	Y	Y	1
Allen	Michael	Retiree	Y	Y	1
Baham	Rev. Larry	Minister	Y	Y	1
Bartlett (Morton)	Molly (Debra)	FAMILY SERVICES	Y	Y	1
Bellone	Connie	HEAL	Y	Y	1
Bickham	William	NASA Retiree	Y	Y	1
Boh Brothers	1-3 attendees - no names given	Boh Brothers	Some will speak, but the		3
Bracy	Mr. Marion	XAVIER UNIVERSITY OF LA	Y	Y	1
Brasted	Katie	THE WOODLANDS TRAIL CONSERVANCY	Y	Y	1
Brenan	Jan	CORE ELEMENT - GREATER NEW ORLEANS STEM INITIATIVE	Y	Y	1
Bruno	Sean	NOEBA	Y	Y	1
Buchanan	Warren	Minister	Y	Y	1
Burke	Bill	PEM USA - Bike the Big Easy	Y	Y	1
Burns & McDonald's	6 attendees - no names given	Burns & McDonald's	Some will speak, but the		6
Burnside	Rev. Robert	Minister	Y	Y	1
Cajun Construction	5 attendees - no names given	Cajun Construction	Some will speak, but the		5
Chen	Andrea	PROPELLER	Y	Y	1
Chenier	LaJuana	UNCF	Y	Y	1
Coaxum	Henry	Business Owner	Y	Y	1
Cousin	Rachel	N O EAST RESIDENT WITH SOLAR PANELS	Y	Y	1
Delaune	Robert		Y	Y	1
Dumas	Lynette	PARKWAY PARTNERS	Y	Y	1
Excel	3 attendees - no names given	Excel	Some will speak, but the		3
Farve	Dan	BIKE EASY	Y	Y	1
Fienman	Harold	LAKEWOOD EAST NEIGHBORHOOD RESIDENT	Y	Y	1
Floyd	Lawrence		Y	Y	1
French	Thelma	TCA - NOLA	Y	Y	1
Gahagan	Gahagan		Y	Y	1
Hammond	Rev. Michael	Minister	Y	Y	1
Hammond	Tiger (And Associates)	AFL-CIO	Y	Y	1
Hawkins	Gary	Retired Corp of Engineers	Y	Y	1
Hecht	Michael	GNO, INC	Y	Y	1
Hitchens	Keith		Y	Y	1
Hunter	Lewis. Rev		Y	Y	1
Irwin	Henry	Mayor Lower 9th Ward	Y	Y	1
Jaeger	Joe	Real Estate Developer	Y	Y	1
Jefferson	Jefferson		Y	Y	1
Johnson	Ben	New Orleans Chamber	Y	Y	1
Joseph	Debra	GENTILLY SUGARHILL NEIGHBORHOOD ASSOC	Y	Y	1
Kohorst	Alan	VOA	Y	Y	1
Landrieu	Dr. Phyllis	HEAL	Y	Y	1
Landry	Erin	DELGADO COMMUNITY COLLEGE ACE PROGRAM	Y	Y	1
LaRock	Annie	NORD FOUNDATION	Y	Y	1
Lear	Malcolm	Retiree	Y	Y	1
Lee	Andrew	Vietnamese Developer	Y	Y	1
Lewis	Noah	Business Owner	Y	Y	1
Lovelace	Rev. Clarence	Minister	Y	Y	1
Luther	Jon	HBA	Y	Y	1
Mack	Dr. Sarah	TIERRA RESOURCES, LLC	Y	Y	1
Mackie	Dr. Calvin	STEM NOLA	Y	Y	1
McClain	Ron	Nonprofit	Y	Y	1
Milling	Anne		Y	Y	1
Olagues	Andre	Retiree	Y	Y	1
Phillips	Phillips		Y	Y	1

NOPS Meeting - Feb 21 2018

Last	First	Business/Agency	Will Attend?	Will Speak?	
Phipps	Claude	Retiree	Y	Y	1
Pierre	Rev. John	Minister	Y	Y	1
Raymond	Rev. Mike	Minister			1
Reese	Dottie	DDM & Assoc.	Y	Y	1
Richard-Montgomery	Margaret	DDM & Assoc.	Y	Y	1
Rodgers, III	Howard	NOCOA	Y	Y	1
Rousseve	Lanette	N O EAST RESIDENT RETIREE	Y	Y	1
Scott	Scott		Y	Y	1
Selico-Dunn	Alex	Attorney	Y	Y	1
Slone	Ronnie	The Slone Group	Y	Y	1
Smith	Carleton		Y	Y	1
Stewart	Quentin	Wartsila	Y	Y	1
Suebe	Brett	Entergy	Y	Y	1
Sylvain	Monica	POSSE	Y	Y	1
Thomas	Charles	Insurance Agent	Y	Y	1
Tilton	Reverend	Minister	Y	Y	1
Triad	3 attendees - no names given	Triad	Some will speak, but the		3
Tsien	Dr. Fern	LSUHSC	Y	Y	1
Uddo	Connie	NOLA TREE PROJECT	Y	Y	1
Verret	Dr. C Reynold	XAVIER UNIVERSITY OF LA	Y	Y	1
Wagner	Brian		Y	Y	1
Wall	Tangee	Friends of Joe Brown Park	Y	Y	1
Wheelham	Keith		Y	Y	1
White	Rev. T.	Minister	Y	Y	1
Williamson	Michael	UWSELA	Y	Y	1
Wilson	Reverend Cedrick	Minister	Y	Y	1

95

From: Erin Doucette <erin@theehrhardtgroup.com>
Sent: 2/27/2018 3:50:51 PM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
CC: Rona Hoang <rhoang@theehrhardtgroup.com>; Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
Subject: RE: RE: ENO Opposition Group Monitoring - Feb. 26, 2018

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ENO-NOPS006106

Our community members standing outside, due to denied access, of the Utility Committee meeting to voice their concerns about Entergy's proposed gas plant in our neighborhood.

"The gas plant is too expensive, there are environmental risks, and there are alternative energy sources, like solar panels."



City's Utility Committee set to vote on controversial proposed plant in New Orleans East

The New Orleans City Council's Utility Committee is set to vote Wednesday, over whether to allow Entergy to build a natural gas plant in New Orleans East.

WGNO.COM



Louisiana Bucket Brigade

February 23 at 5:46pm

Big news great news! The judge granted an injunction. That means that Bayou Bridge cannot continue to put the pipeline through the Atchafalaya Basin. Details coming but oh yeah!



Alliance 4 Energy @All4Energy · 49m

Last wednesday, the LPSC hired a new consultant to help get Louisiana solar back on track! #donttakemysunshine

👍 🗨️ 📧

Alliance 4 Energy Retweeted



Jess Clark @jessclark_WWNO · Feb 21

..@NOLACityCouncil member Susan Guidry wants guarantee that @EntergyNOLA won't raise rates too high if plant is approved #NOLA

👍 🗨️ 📧



Alliance 4 Energy [Alliance 4 Energy](#) · 1.5k

Fortified but Still in Peril, New Orleans Braces for Its Future. Thanks @nytimes for reporting on Louisiana's crisis. Did you know NOLA City Council is poised to allow a new gas plant in a flood plain? [nytimes.com](#) [10/14/2017](#)



Fortified but Still in Peril, New Orleans Braces for Its Future

In the years after Hurricane Katrina, over 350 miles of levees, flood walls, gates and pumps came to encircle greater New Orleans. Experts say that [nytimes.com](#)



🔖 #SaveEnergyNow
NOLA.com @NOLAcom Feb 25
How can New Orleans turn back the Gulf? | Editorial



How can New Orleans turn back the Gulf? | Editorial

New Orleanians, our political leaders and all Louisianians must fight for resources to rebuild our damaged coast and strengthen our ability to deal

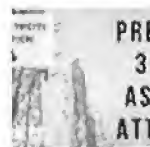
nola.com



🔖 Alliance 4 Energy Retweeted

SACE @cleanenergyorg Feb 25


Did you know? #energyefficiency is good for your health!



NRDC Energy Team @NRDCEnergy

Saving #energy can reduce the number of #asthma attacks and other harmful #health effects of air pollution from power plants. A new @ACEEEdc report, co-released with @PSREnvironment details these additional benefits of..




Earthjustice  **HUGE NEWS!** A federal judge just halted the construction of the controversial Bayou Bridge pipeline across Louisiana's Atchafalaya Basin [earthjustice.org/bayoubridge](#)




Federal Judge Blocks Construction of Bayou Bridge Pipeline
Federal District Court Judge Shelly Dick halted the construction of the controversial Bayou Bridge pipeline across the Atchafalaya Basin. Today's [earthjustice.org](#)

 10  264  555 

Edward Klump  @edward_klump **ELECTRICITY:** New Orleans gas plant proposal advances as critics r... In today's Energywire: New Orleans and the latest on a proposed gas plant (\$)



ELECTRICITY: New Orleans gas plant proposal advances as critics r...
Despite withering criticism and lingering questions, Entergy New Orleans is in position to secure city support for a natural-gas-fueled generation project. [enr.com](#)

 2   

Our community members standing outside, due to denied access, of the Utility Committee meeting to voice their concerns about Entergy's proposed gas plant in our neighborhood.

"The gas plant is too expensive, there are environmental risks, and there are alternative energy sources, like solar panels."



City's Utility Committee set to vote on controversial proposed plant in New Orleans East

The New Orleans City Council's Utility Committee is set to vote Wednesday over whether to allow Entergy to build a natural gas plant in New Orleans East.

WGNO.COM



NRDC (Natural Resources Defense Council)



Like Page

Follow us on Facebook

It's become increasingly clear that Scott Pruitt is doing irreversible damage to the EPA, our environment, and our communities. The good news is, as Mother Jones notes, organizations like NRDC are fighting back every step of the way. And we're winning.

Join us in our effort to restore integrity to the EPA:

<http://on.nrdc.org/2Gh113t>



How Scott Pruitt is making America toxic again

Trump's EPA chief is supposed to protect the environment. Unfortunately, God has other plans for him.

NOTHISWORLD.COM



PosiGen [@posigen solar](#) · 2h

Interesting questioning - more in comments below the post - which is the really cool thing about LEASING your panels - you aren't out the full value of the panels but get to benefit right way. Contact us for more information. [@posigen solar](#)

solar energy."

Thomas Edison

Team Solar & Tesla

How Much Can Solar Panels Save?

Instead of asking how much solar panels cost, what you really need to know is how much they can save you.

[electrifyusa.com](#)





PosiGen @posigenSolar Feb 24

Happy Saturday!

It's a Beautiful Day to Save the Earth and Cut Down those Power Bills with Solar Panels! #posigen

Get a FREE Assessment and Call PosiGen Today! 1-800-767-4436

[posigen.com](#)



A HUGE SOLAR SPILL

IS JUST CALLED A NICE DAY





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What are you sacrificing for future generations? "The ultimate test of man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard." —Gaylord Nelson
#conservation #earthdayeveryday



Earth Day 2018 | Earth Day Network

Join Earth Day Network on Earth Day 2018 - April 22 - to help end plastic pollution. Plastic is threatening our planet's survival, from poisoning and
earthday.org

0 0 1 0



Thanks Yolanda.

Talk to you soon,

Erin

Erin Doucette

Special Projects Manager

The Ehrhardt Group

365 Canal Street | Suite 1750

New Orleans, LA 70130

504.558.1795 | office

504.250.7814 | cell

www.theehrhhardtgroup.com



From: POLLARD, YOLANDA Y [mailto:YPOLLAR@entergy.com]
Sent: Tuesday, February 27, 2018 9:49 AM
To: Erin Doucette <erin@theehrhhardtgroup.com>
Cc: Rona Hoang <rhoang@theehrhhardtgroup.com>; Malcolm Ehrhardt <malcolm@theehrhhardtgroup.com>
Subject: RE: ENO Opposition Group Monitoring - Feb. 26, 2018

Just a heads up. We have not done interviews related to NOPS since last week meeting ended, and we're not planning any additional interviews through next week's vote. We've covered points the over past year and a half, and we did interviews with all TV stations and newspapers last week. Media outlets also had the benefit remarks and comments over eight hours during last week's committee meeting. Our corporate leadership is also on board with this approach. Talk shortly at 10 a.m.

From: Erin Doucette [mailto:erin@theehrhhardtgroup.com]
Sent: Monday, February 26, 2018 1:29 PM
To: POLLARD, YOLANDA Y
Cc: Rona Hoang; Malcolm Ehrhardt
Subject: ENO Opposition Group Monitoring - Feb. 26, 2018

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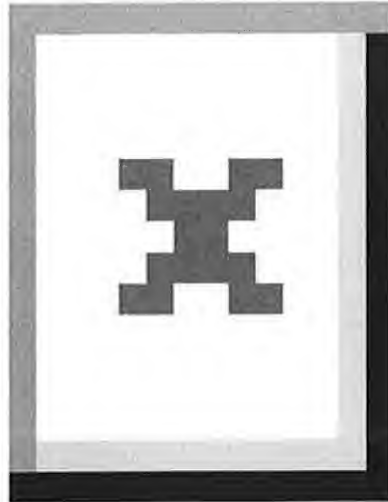
**Entergy New Orleans and the New Orleans Power Station Opposition Report:
Feb. 26, 2018**

No Gas Power Plant in New Orleans East Petition Count: 364; goal is 400.

Alliance for Affordable Energy, Facebook

- Shared The New Orleans Advocate article, "[Regulators demand Louisiana utility customers get back improperly collected taxes.](#)"
- Shared VAYLA New Orleans's [post](#) and WGNO-TV story, "[City's Utility Committee](#)

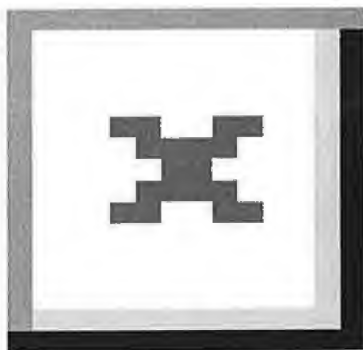
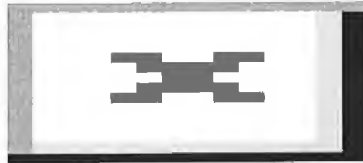
set to vote on controversial Entergy plant in New Orleans East."



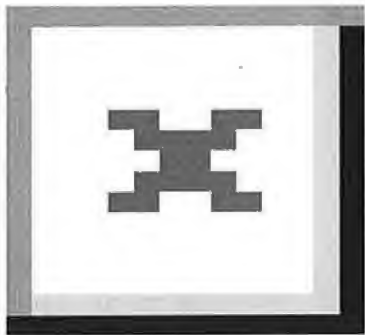
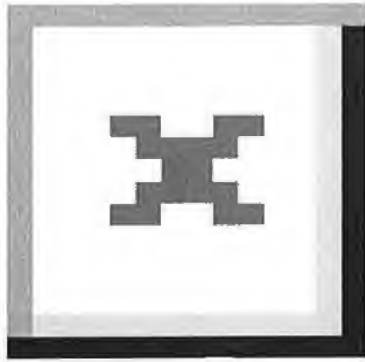
- Shared NY Times article, "LEFT TO LOUISIANA'S TIDES, A VILLAGE FIGHTS FOR TIME," with the following caption:
 - "This is what we mean when we say we are fighting for the future. Every energy decision matters in our defense."
- Shared Louisiana Bucket Brigade's post with the following caption:
 - At least there's some good news this week...



Alliance for Affordable Energy, Twitter

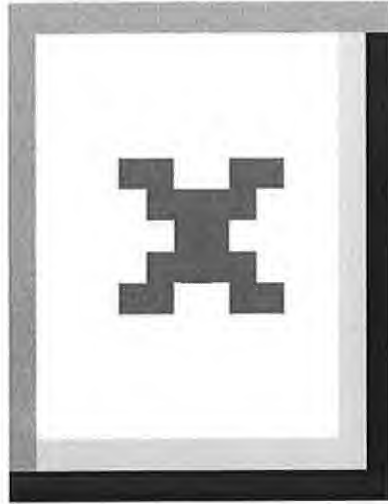




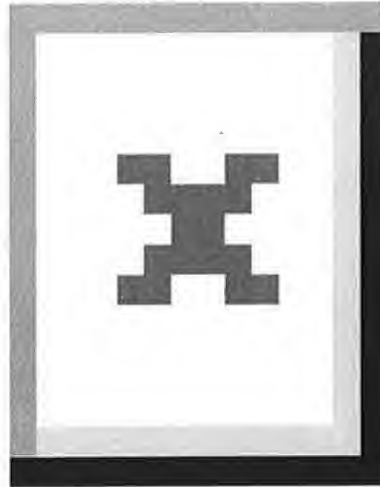


No Gas Plant, Facebook

- Shared VAYLA New Orleans's post and WGNO-TV story, "City's Utility Committee set to vote on controversial Entergy plant in New Orleans East."



- Shared the NY Times article, "FORTIFIED BUT STILL IN PERIL, NEW ORLEANS BRACES FOR ITS FUTURE," with the following caption:
 - "The New York Times and Times-Pic are acknowledging the risk of climate change to our city. Will The New York Times write about the New Orleans City Council Ok-ing a new a gas plant in a flood plain?"
- Shared The Hill article, "EPA scientists find black communities disproportionately hit by pollution."
- Shared the NRDC (Natural Resource Defense Council)'s post and article from Mother Jones "Making America Toxic Again"



○

VAYLA, Facebook

- Shared WGNO-TV story, "[City's Utility Committee set to vote on controversial Entergy plant in New Orleans East,](#)" with the following caption:
 - Our community members standing outside, due to denied access, of the Utility Committee meeting to voice their concerns about Entergy's proposed gas plant in our neighborhood.

"The gas plant is too expensive, there are environmental risks, and there are alternative energy sources, like solar panels."

PosiGen, Facebook

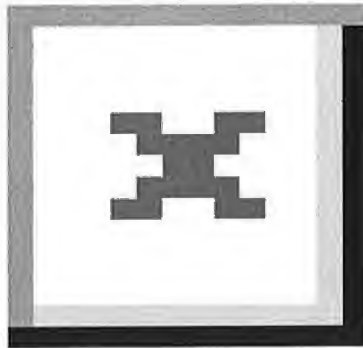
- Shared Clean Technica article, "[How Much Are Solar Panels? Wrong Question. Ask How Much Solar Panels Can Save You,](#)" with the following caption:

- "Interesting questioning - more in comments below the post - which is the really cool thing about LEASING your panels - you aren't out the full value of the panels, but get to benefit right way. Contact us for more information. #posigen #solar <http://ow.ly/BHNF30i5LPP>"
- Shared meme, with the following caption:
 - "It's a Beautiful Day to Save the Earth and Cut Down those Power Bills with Solar Panels! #posigen

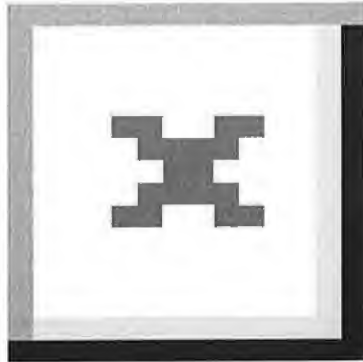
Get a FREE Assessment and Call PosiGen Today: 1-800-767-4436

<http://www.posigen.com/>"
- Shared Earth Day 2018 link, with the following caption:
 - "What are you sacrificing for future generations? "The ultimate test of man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard." —Gaylord Nelson #conservation #earthdayeveryday <http://ow.ly/Symz30i5LL0>"

Posigen, Twitter







350 New Orleans, Website – No Gas Plant petition posted to website.

NO UPDATES FROM BELOW

No Gas Plant, Twitter – no updates.

350 New Orleans, Facebook – no updates.

350 New Orleans, Twitter – no updates.

Eastern New Orleans Neighborhood Advisory Commission-ENONAC, Website – no updates.

Eastern New Orleans Neighborhood Advisory Commission-ENONAC, Facebook

–no updates.

Deep South Center for Environmental Justice, Website – no updates.

Deep South Center for Environmental Justice, Twitter – no updates.

Deep South Center for Environmental Justice, Facebook – no updates.

VAYLA, Website –no updates.

VAYLA, Twitter – no updates.

Target neighborhoods:

- **Mid-City**
 - Mid-City, website – no updates.
 - Mid-City Neighborhood Organization, Facebook – no updates.
 - Mid-City NOLA, Twitter –no updates.
- **Bywater**
 - Bywater, website - no updates.
 - Bywater Neighborhood Association, Facebook - no updates.
- **Marigny**
 - Faubourg Marigny Community, Facebook – no updates.
 - FMIA, Facebook - no updates.
- **New Orleans East**
 - New Orleans East Area, Facebook – no updates.
- **Village De L'Est**
 - Village De L'Est, Facebook – no updates.

Erin Doucette

Special Projects Manager

The Ehrhardt Group

365 Canal Street | Suite 1750

New Orleans, LA 70130

504.558.1795 | office

504.250.7814 | cell

www.theehrhhardtgroup.com



John Ashford

From: Suzanne Hammelman
Sent: Monday, March 5, 2018 7:30 PM
To: Adam Swart
Cc: Steven Cohen
Subject: Fwd: request for key points

Any thought here?

From: POLLARD, YOLANDA Y <ypollar@entergy.com>
Sent: Monday, March 5, 2018 6:57 PM
Subject: request for key points
To: Suzanne Hammelman <shammelman@hawthorngroup.com>

Hi Suzanne,

This statement below is circulating in an e-mail distributed by some opponents of New Orleans Power Station. We're finally heading into the full City Council vote on Thursday morning, March 8. Could you share with me by Wednesday some key points that our leadership could have on hand for this issue? The response points would be used to address questions from city council members or others only if asked. For background, one of the opponents wore a marked-up orange shirt to the Feb. 21 utility committee vote. He also referenced signed non-disclosure agreements and a meeting at Dave & Busters to pay people (I think \$60) as part of his comments.

Thanks,
Yolanda

Entergy pays \$120 to people to come to City Council meetings and say that they support Entergy's request for rate increases and plant approvals. We have proof of this that will be presented at the City Council meeting March 8 if community people are allowed to speak.



Suzanne Hammelman

From: POLLARD, YOLANDA Y <YPOLLAR@entergy.com>
Sent: Monday, March 5, 2018 10:09 PM
To: Suzanne Hammelman
Subject: Re: request for key points

Thanks. We'll talk tomorrow.

On Mar 5, 2018, at 8:53 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

See if this helps – you should also call me in the morning and I can provide a bit more background on a couple of these points. You are welcome to call me before your 9AM meeting.

Question	Response	For your background
We have heard that Entergy pays supporters \$120 to come to City Council meetings and say they support Entergy's request for rate increases and plant approvals.	<p>Entergy provides employees and other stakeholders – like union members – with information about some hearings and encourages them to participate if they support the company on the issue. They are provided with talking points and we have also provided colored t-shirts in some instances so Council members can recognize supporters in the audience.</p> <p>We also inform our customers through social media about hearings and ask them to participate if they support us.</p> <p>We recruit support the same way other</p>	<p>Some groups DO pay for “volunteer” supporters to do things. For instance – see this link: http://www.washingtonexaminer.com/craigslad-offers-protesters-15-to-crash-trump-rally/article/2587047</p> <p>Entergy did not pay anyone for their support.</p>



	<p>organizations do. For instance, the Green Army recruits hearing supporters actively on social media and blast emails, providing them with talking points.</p> <p>Back in October we heard one gentleman -- who I would describe as an "avid activist" - Tweeted that we paid \$60 for support, and it seems the latest rumor is \$120. This is, perhaps, one man's way of stirring up controversy and create an illusion that we have to pay for support. That's simply not true. There is strong support for the plant in the community as I think we have demonstrated. There is also the expected opposition.</p>	
People met up at Dave n' Busters after a hearing in October to get paid.	I don't know anything about a meeting at Dave n' Busters.	There was no meeting at Dave n' Busters. It is possible that some people gathered after the hearing but there was certainly no meeting. =
People were asked to sign non-disclosure agreements.	I don't know anything about this. Entergy did not ask anyone to sign a non-disclosure agreement for any reason related to any of these hearings.	
A man with one of your orange t-shirts is saying he knows about non-disclosure agreements and payments.	Supporters at one of the hearings, including employees and union members, were provided with orange t-shirts so Council members would recognize supporters in the crowd. These were also passed out to other supporters who showed up. We had about 500 (?)	

t-shirts and, frankly, they were very popular. People wanted them and our team passed them out. So I don't know who may have gotten their hands on a t-shirt and I sure don't know what happens to the t-shirts after the hearings. People keep them and wear them. Some people give them to Goodwill. Lots of people may have those orange t-shirts by now. They weren't hard to come by.
--

From: POLLARD, YOLANDA Y [<mailto:YPOLLAR@entergy.com>]

Sent: Monday, March 5, 2018 8:14 PM

To: Suzanne Hammelman <shammelman@hawthorngroup.com>

Subject: Re: request for key points

Yes, very. We'll actually discuss it on an internal call tomorrow (TUES) at 9 a.m. CST. Any points you can share before then would be helpful.

On Mar 5, 2018, at 6:30 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Interesting

From: POLLARD, YOLANDA Y <ypollar@entergy.com>

Sent: Monday, March 5, 2018 6:57 PM

Subject: request for key points

To: Suzanne Hammelman <shammelman@hawthorngroup.com>

Hi Suzanne,

This statement below is circulating in an e-mail distributed by some opponents of New Orleans Power Station. We're finally heading into the full City Council vote on Thursday morning, March 8. Could you share with me by Wednesday some key points that our leadership could have on hand for this issue? The response points would be used to address questions from city council members or others only if asked. For background, one of the opponents wore a marked-up orange shirt to the Feb. 21 utility committee vote. He also referenced signed non-disclosure agreements and a meeting at Dave & Busters to pay people (I think \$60) as part of his comments.

Thanks,
Yolanda

Entergy pays \$120 to people to come to City Council meetings and say that they support Entergy's request for rate increases and plant approvals. We have proof of this that will be presented at the City Council meeting March 8 if community people are allowed to speak.

From: Suzanne Hammelman <shammelman@hawthorngroup.com>
Sent: 3/6/2018 1:05:31 AM +0000
To: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: RE: request for key points

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

And, yes, of course will get you talking points before Wed.

The Dave & Busters and disclosure statements are from previous hearings, remember. I'll dig up my response on those.

From: Suzanne Hammelman
Sent: Monday, March 5, 2018 7:30 PM
To: POLLARD, YOLANDA Y <ypollar@entergy.com>
Subject: Re: request for key points

Interesting

From: POLLARD, YOLANDA Y <ypollar@entergy.com>
Sent: Monday, March 5, 2018 6:57 PM
Subject: request for key points
To: Suzanne Hammelman <shammelman@hawthorngroup.com>

Hi Suzanne,

This statement below is circulating in an e-mail distributed by some opponents of New Orleans Power Station. We're finally heading into the full City Council vote on Thursday morning, March 8. Could you share with me by Wednesday some key points that our leadership could have on hand for this issue? The response points would be used to address questions from city council members or others only if asked. For background, one of the opponents wore a marked-up orange shirt to the Feb. 21 utility committee vote. He also referenced signed non-



disclosure agreements and a meeting at Dave & Busters to pay people (I think \$60) as part of his comments.

Thanks,

Yolanda

Entergy pays \$120 to people to come to City Council meetings and say that they support Entergy's request for rate increases and plant approvals. We have proof of this that will be presented at the City Council meeting March 8 if community people are allowed to speak.

From: "POLLARD, YOLANDA Y" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/48C98C8423624AAFB82674B27F1A931-POLLARD, YO>
Sent: 3/8/2018 11:42:55 PM +0000
To: Suzanne Hammelman <shammelman@hawthorngroup.com>
Subject: Re: Re: Congrats!
No they didn't go there.

Sent from my iPhone

On Mar 8, 2018, at 5:41 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

And sound like they didn't ask the questions

On Mar 8, 2018, at 6:08 PM, POLLARD, YOLANDA Y <YPOLLAR@entergy.com> wrote:

Yes. Voted 6-1 in favor. Thank you!

Sent from my iPhone

On Mar 8, 2018, at 5:03 PM, Suzanne Hammelman <shammelman@hawthorngroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Sounds like it went well.



ENO-NOPS000519

From: "POLLARD, YOLANDA Y" <ExchangeLabs/Exchange Administrative Group (FYDIBOHF23SPDLT)/Recipients/48c98c8423624aafba82674b27f1a931-POLLARD, YO>
Sent: 3/23/2018 1:57:47 PM +0000
To: AccountsPayableInvoices <AccountsPayableInvoices@entergy.com>
Subject: PLEASE PROCESS: Hawthorn Group invoice
Attachments: Hawthorn Entergy Jan 2018 Invoice.pdf

Please process the attached invoice for The Hawthorn Group. Let me know if you need any additional information,

Vendor number: 165932

Contract number: 10529184

Thanks,

Yolanda Pollard

504-670-3656 office



ENO-NOPS000133

Sent: 4/12/2018 3:53:27 PM +0000
To: "FRANKLIN, DIDARA" <DFRANK3@entergy.com>
Subject: RE: RE: CONFIRM STATUS: Bright Moments invoices

Thanks for checking. Can you try processing the Hawthorn Group's invoice manually as you'd mentioned?

From: FRANKLIN, DIDARA
Sent: Thursday, April 12, 2018 10:43 AM
To: POLLARD, YOLANDA Y
Subject: RE: CONFIRM STATUS: Bright Moments invoices

There is nothing showing in the system for The Hawthorn Group.

Didara



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100

1

Please confirm payment status of these two invoices in the system.

FYI – I submitted these two Bright Moments (and the Hawthorn Group) invoices in late March, but I wanted to see at this point if these are moving forward in the system.

Vendor # -- 178596

Contract # -- 10493570

Thanks,

Yolanda

From: "POLLARD, YOLANDA Y" <EXCHANGE\LABSEXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)\RECIPIENTS\48C98C423624AAFBAB2674B27F1A931-POLLARD, YO>
Sent: 4/27/2018 6:08:23 PM +0000
To: "Guidroz, Tanner A" <tguidro@entergy.com>
CC: "FRANKLIN, DIDARA" <DFRANK3@entergy.com>
Subject: Re: Hawthorn_Energy Contract

Please resend the version with the two edits you've incorporated for their signature. Thank you.

> On Apr 27, 2018, at 1:05 PM, Guidroz, Tanner A <tguidro@entergy.com> wrote:
>
> Hi Yolanda,
>
> I updated and sent back (with your edit), then realized they sent over the signed version.
> Should I just sign and let's move on, or ask them to re-sign edited version.
>
> Kindest Regards,
>
> Tanner A. Guidroz, M.B.A.
> Procurement Specialist II
> (504) 576-3845
>
> For shared services support:
>
> v Visit the ESSentials<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fentergyprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C910cb8587b1e454d144208d5ac697330%7C60c134696a2d4ac35b8ec9ed03c9a7%7C0%7C0%7C6356604491339760107&sddata=808VtUjpmSmanzwP30Sn8HTTUKctcwj\NW2WVhJn0D1%3D&reserved=0>
self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.
>
> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.
>
>
>
> From: POLLARD, YOLANDA Y
> Sent: Friday, April 27, 2018 1:04 PM
> To: Guidroz, Tanner A
> Cc: FRANKLIN, DIDARA
> Subject: Re: Hawthorn_Energy Contract
>
> Thanks, Tanner. I also sent you one additional edit. Please delete the line "Talk point and testimony will be vetted." This was also general vendor discussion not intended for the final contract.
> On Apr 27, 2018, at 1:01 PM, Guidroz, Tanner A <tguidro@entergy.com> wrote:
> Oh, now I see what you mean.
> No problem.
> Please see attached – should I send to Hawthorn?
>
> Kindest Regards,
>
> Tanner A. Guidroz, M.B.A.
> Procurement Specialist II
> (504) 576-3845



ENC-NOPS000249

> For shared services support:

> v Visit the ESSentails<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhcenteryprod.service-now.com%2Fess%2F&data=02%7C01%7C%7Cd2b57Db64481463ee5108d5ac6b2c2%7Ce0c134696a2d4ac38358bec9e03c9a7%7C0%7C0%7C6366044817744989&sdaba=G754REWAC4A0Q%2Fqy2Ia6AVfA8aGWAokazI%2BDV9U%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

>

>

> From: FRANKLIN, DIDARA

> Sent: Friday, April 27, 2018 11:36 AM

> To: Guidroz, Tanner A

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Energy Contract

> Sorry about that!

> From: Guidroz, Tanner A

> Sent: Friday, April 27, 2018 11:34 AM

> To: FRANKLIN, DIDARA

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Energy Contract

> Hey Didara, the attachment didn't make the trip.

>

> Kindest Regards,

>

> Tanner A. Guidroz, M.B.A.

> Procurement Specialist II

> (504) 576-3845

> For shared services support:

> v Visit the ESSentails<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fhcenteryprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C4771be2a65e4fa147b808d5ac5a6e7%7Ce0c134696a2d4ac38358bec9e03c9a7%7C0%7C0%7C636604436280327258&sdaba=J25g5UX07IPLV2YI1AV5SCNj5XOZ5%2BUtqMoFAUaY%3D&reserved=0> self-service portal to perform keyword searches and submit cases for HR, Supply Chain, AP, Payroll, and IT.

> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

>

>

> From: FRANKLIN, DIDARA

> Sent: Friday, April 27, 2018 11:22 AM

> To: Guidroz, Tanner A

> Cc: POLLARD, YOLANDA Y

> Subject: RE: Hawthorn_Energy Contract

> Tanner,

> In the attached contract I have highlighted a statement that needs to be deleted. That was a question meant for Yolanda only and was not intended to be a part of the contract.

> Thanks.

>
> Didara
>
> From: Guidroz, Tanner A
> Sent: Friday, April 27, 2018 11:04 AM
> To: shammelman@hawthorngroup.com<mailto:shammelman@hawthorngroup.com>
> Cc: FRANKLIN, DIDARA
> Subject: RE: Hawthorn_Entergy Contract
>
> Hello again, Suzanne,
>
> Attached is a contract change order for your review and signature.
>
> Kindest Regards,
>
> Tanner A. Guidroz, M.B.A.
> Procurement Specialist II
> (504) 576-3845
>
> For shared services support:
>
> v Visit the ESSentials<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fenterpriseprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C5613a2b64224595634408d3ac5b7d9c%7C60C134696a2d4ac833b8ec9ed03c9a7%7C0%7C0%7C6366044189116972988sdata=NSZcnS8bFHf6CDgfu5Vp628CZWd2W5pGvYIO4p250%3D&reserved=0> self-service portal to perform keyword searches and submit cases for Hr, Supply Chain, Ap, Payroll, and IT.
>
> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.
>
>
>
> From: Guidroz, Tanner A
> Sent: Thursday, October 26, 2017 3:15 PM
> To: shammelman@hawthorngroup.com<mailto:shammelman@hawthorngroup.com>
> Cc: POLLARD, YOLANDA Y; FRANKLIN, DIDARA
> Subject: Hawthorn_Entergy Contract
>
> Hi Suzanne,
>
> Please receive the attached contract for your review and signature.
> Once signed, please return and I will provide a fully executed version for your file.
>
> Kindest Regards,
>
> Tanner A. Guidroz, M.B.A.
> Procurement Specialist II
> (504) 576-3845
>
> For shared services support:
>
> v Visit the ESSentials<https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fenterpriseprod.service-now.com%2Fess%2F&data=02%7C01%7C%7C5613a2b64224595634408d3ac5b7d9c%7C60C134696a2d4ac833b8ec9ed03c9a7%7C0%7C0%7C6366044189116972988sdata=NSZcnS8bFHf6CDgfu5Vp628CZWd2W5pGvYIO4p250%3D&reserved=0> self-service portal to perform keyword searches and submit cases for Hr, Supply Chain, Ap, Payroll, and IT.
>
> v For live agent support, contact the Employee Support Center (ESC) at: 844-ETR-WORK (387-9675) or 8-777-1444.

>
>
>
> <10529184-001_Original.pdf>
> <contract change order 4 27 2018.pdf>

CONTRACT CHANGE ORDER
Pursuant to
CONTRACT NO. 10529184

CONTRACT CHANGE ORDER NO.: 10529184-001

This Contract Change Order is effective 4/27/2018, and is issued to modify the Contract referenced above, and, to the extent applicable, the Contract Change Orders that have been executed to date, between Entergy New Orleans, LLC, ("User") and THE HAWTHORN GROUP LC, ("Contractor").

1. The Contract is modified as follows:

- A. Modify the Scope of Work, Description and Schedule of Work, to provide all material, labor, and equipment to provide the following:
- New Orleans City Council Utility Committee meeting to be held at **601 Poydras St,**
 - 30 supporters**
 - An additional 10 people who will sign up to provide testimony.**
 - The individuals will carry hand-made signs.
 - Have people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get into the room (please let us know if that is not enough time).
 - Supporters and speakers will be recruited for their support of the building the New Orleans Power Station and their ability to effectively communicate that support.
 - Talking points and testimony will be vetted. The signs are useful to help identify supporters for the Council members.
- B. Modify the compensation, for the additional work as described in item 1A above. For such additional work, Contractor shall be compensated the sum of **(\$22,478.40)**. The revised sum of the Contract referenced above that includes this Contract Change Order is **(\$57,478.40)**
- C. This Contract Change Order shall also modify the End Date of the Contract referenced above to be extended to 4/30/18.

1.2 In addition to the terms and conditions contained herein, the following shall apply only to the performance of the services set forth in the Contract Order referenced above:

- 1) **Contractor and Subcontractors shall abide by the requirements of 41 CFR 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status or disability. To the extent applicable, the employee notice requirement set forth in 29 C.F.R. Part 471, Appendix A to Subpart A, are hereby incorporated by reference into this contract.**
- 2) Contractor warrants and represents that it will not use any retiree of Company, Affiliates, or Users to perform any portion of the Work, as an employee, Subcontractor (including as a 1099 worker) or in any other capacity, if the



individual has not been retired from Company, Affiliates, or Users for at least six consecutive months prior to performing services for Contractor.

2. Contractor shall direct any project or technical questions to Charles L Rice at 504-670-3620, and any commercial questions concerning this Change Order to Tanner A Guidroz at 504-576-3845.

3. The completion date, all major intermediate milestones, the project schedule, the contract price and all other items, covenants and conditions of the above referenced Contract, except as duly modified by this and previous Contract Change Orders, (if any), remain in full force and effect.

Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

ACCEPTED BY:

USER

CONTRACTOR

By: _____

By: _____

Name: Tanner A. Guidroz

Name: _____

Title: Procurement Specialist _____

Title: _____

Date: _____

Date: _____

CONTRACT CHANGE ORDER
Pursuant to
CONTRACT NO. 10529184

CONTRACT CHANGE ORDER NO.: 10529184-001

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Executed by the parties hereto effective as of the day and year first above mentioned.

APPROVED BY:

ACCEPTED BY:

USER

CONTRACTOR

By: _____

By: _____

Name: Tanner A. Guidroz

Name: _____

Title: Procurement Specialist

Title: _____

Date: _____

Date: _____

We will turn out **75 supporters for the hearing** and an **additional 10 people who will sign up to provide two-to-three minute testimony**. We will have all people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get in the room. Supporters and speakers will prepare their own hand made signs and we will provide them with **branded t-shirts** so that the Council members and media will be able to visualize the volume of support. You have previously reviewed the t-shirt design/message.

Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include.

Hawthorn management fee	\$7,500
75 supporters (with hand-made signs) plus 10 speakers for testimony; branded t-shirts for all	\$12,750
10 supporters to provide testimony	\$6,500
Branded t-shirts for supporters and speakers	\$5,130
Gross receipts tax; estimated shipping charges	\$262
TOTAL:	\$32,142



Contract

Power and productivity for a better world™ **ABB TIMN300 - CONTRACT PROFILE**

Click OLE icon to view Contract scope.

Contract Profile Terms Materials

Contract: 10529184 Contract Status: ISSUED 10/31/2017

Vendor: 165932 01 THE HAWTHORN GROUP LLC Change Vendor Suffix for Multiple Contracts

Blanket: ☐ Contract Value: \$57,478.40 USD

Requisition: 02647796 Original Value: \$35,000.00 USD

Type: BLANKET Field Estimate: \$35,000.00

Title: THE HAWTHORN GROUP - NEW ORLEANS POWER STATION SUPPORT

Print: ☐ Automatic Approval of Release: ☐ NTX: ☒

Facility: Signature: ☒ Pricing Method: FXD

Facility Group: COR Start Date: 10/16/2017 Internal Value: ☐

Company: IN End Date: 04/30/2018 Invoice Review Percent: 96

Execution Date: 10/31/2017 Analyst: TGUIDRO Work Complete Percent:

IAS Project: Commodity: SE CLT MGS Detail Cost Element: 386

Reference: Taxable: ☒ NAA Safety Code: 0

Work Location: WL ENT Cross Reference: Priority: 03

Security Event: IT CONTRACT Non Bid: REQUIRES P-E

Execute

Previous Release(B) ☐ Next Release(H) ☐

requisition

Power and productivity for a better world™ **ABB TIMN100 - CONTRACT REQUISITION**

Specify Requisition details. Use options to route for approval.

Contract Requisition Terms Vendors Bids

Requisition: 02647796 Status: ISSUED 10/24/2017

Type: BLANKET Field Estimate: \$35,000.00

Title: THE HAWTHORN GROUP - NEW ORLEANS POWER STATION SUPPORT

Facility: Requested By: DFRANK3 10/10/2017

Facility Group: COR Pricing Method: FXD

Company: Contract: 10529184

Start Date: 10/16/2017 Automatic Approval of Release: ☐

End Date: 11/17/2017 Signature: ☒

Execute

Additional Requisition Details

IAS Project: Resource: 386 Safety Code: 0

Reference: Commodity: SE CLT MGS Priority: 03

Work Location: WL ENT Taxable: ☒ 526 Non Bid: ☐

Action Request ☐

Scope Details

Scope Updated: DFRANK3 10/10/2017

Scope of Work

Approval

ABB TIMX800 - ATTACHED ROUTE LIST

Enter PASSPHRASE/Alert Groups to be included on route. More Detail for notes.

Facility: Parallel or Sequential:

Route Type:

Route Owner Key:

Key Descriptions:

Route List Notes:

Submission: Route Status:

Route Sent By:

Alert Route List:

AAA Message:

Routing Table

User ID	Facility	Alert Group	All Members	Alert Type	AAA Sent Date	Time	Action	Action Date	Time	Personnel Last Name	Personnel
TOUERO			<input type="checkbox"/>	A	10/11/2017	10:15	BYPASSED	10/18/2017	12:10	GUADROZ	TAFER
CRICE			<input type="checkbox"/>	A	10/18/2017	12:10	APPROVED	10/18/2017	12:10	RICE	CHARLES

Change request

ABB TIMN330 - CHANGE REQUEST DIRECTORY

Select to view Contract Change Request. Execute to create.

Contract: Contract Status:

Amendment: Amendment Status:

Fac/Grp/Company: Contract Value:

Facility Group: Company:

Execute

Change Request Details

Change Request	Status	Value	Scope	Start Date	End Date	Title
00149195	ISSUED	\$22,478.40	[*]	04/30/2018		NEW ORLEANS CITY COUNCI

Change request screen

Power and productivity for a better world **ABB** TIMN331 - CONTRACT CHANGE REQUEST

☒ Identify requested change. Use options to route.

Change Request	00149195	Request Status	ISSUED	04/27/2018
Contract	10529184	Contract Status	ISSUED	10/31/2017
Requester	DFRANK3	02/01/2018	Facility	
Change Request Type	CONT AMO	Facility Group	COR	
Project		Company	N	
Reference		Priority		
Change Request Title	NEW ORLEANS CITY COUNCIL UTILITY COMMITTEE MEETING SUPPORT			

Approved On: 02/19/2018
 Amendment: 001
 Safety Code: 8
 NonBid: 100-45

Execute
 Previous Next

Change Request Details

Contract Value	Pricing Method	NTX
Prior: \$35,000.00	Prior: FID	Prior: <input checked="" type="checkbox"/>
Change: \$22,478.40	Change:	Change: <input checked="" type="checkbox"/>
New Value: \$57,478.40 USD		
Start Date and End Date	Vendor	Replace Resources <input checked="" type="checkbox"/>
Prior: 10/16/2017 - 11/17/2017	Prior: 165932 - 01	Recommend Accounting <input checked="" type="checkbox"/>
Change: - 04/30/2018	Change:	

Resources Accounting

Scope Details

Scope Updated: OFFRANK3 02/01/2018

Scope of Work

Related Information

Forecast ☐ Notes ☐ Communication Log ☐ Documents ☐

Power and productivity for a better world **ABB** TIMN340 - CONTRACT AMENDMENT

☒ Click OLE icon to access word processing. Execute to create a new Amendment.

Contract	10529184	Facility		Contract Status	ISSUED	10/31/2017
Amendment	001	Facility Group	COR	Amendment Status	ISSUED	04/27/2018
Amended By	TGUIDRO	Company	N	Execution Date	04/27/2018	
Project		Print Status	<input type="checkbox"/>	NonBid	100-45	
Title	NEW ORLEANS CITY COUNCIL UTILITY COMMITTEE MEETING SUPPORT					

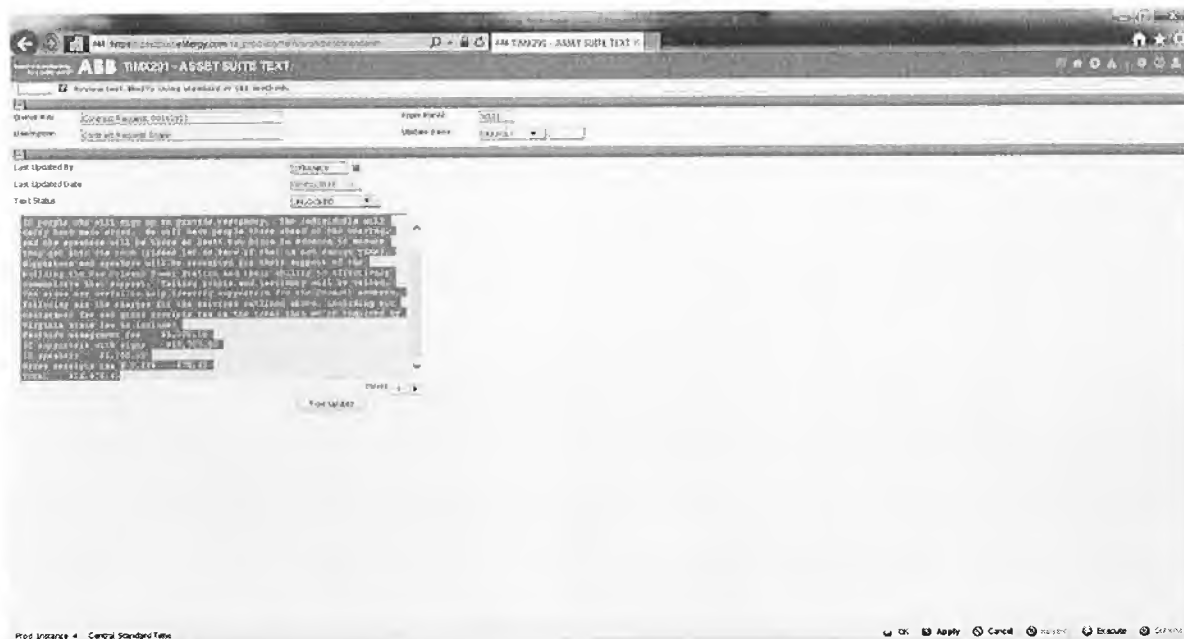
Execute
 Previous Next

Amendment Details

Contract Value	Pricing Method	Start Date and End Date
Prior: \$35,000.00	Prior: FID	Prior: 10/16/2017 - 11/17/2017
Amendment: \$22,478.40	Amendment:	Amendment: - 04/30/2018
New Value: \$57,478.40 USD		
NTX: <input checked="" type="checkbox"/>		
Vendor		
Prior: 165932 - 01		
Amendment:		

Scope Details

Typed in Scope



For an upcoming New Orleans City Council Utility Committee meeting to be held at 601 Poydras St, we will turn out 30 supporters and an additional 10 people who will sign up to provide testimony. The individuals will carry hand-made signs. We will have people there ahead of the hearing, and the speakers will be there at least two hours in advance to ensure they get into the room (please let us know if that is not enough time). Supporters and speakers will be recruited for their support of the building the New Orleans Power Station and their ability to effectively communicate that support. Talking points and testimony will be vetted. The signs are useful to help identify supporters for the Council members. Following are the charges for the services outlined above, including our management fee and gross receipts tax on the total that we're required by Virginia state law to include:

Hawthorn management fee \$5,000.00

30 supporters with signs \$10,700.00

10 speakers \$6,700.00

Gross receipts tax @ 0.35% \$78.40

TOTAL \$22,478.40

444.3000 - ATTACHED ROUTE LIST

Route Type: Route Start Date: Route End Date: Route Start Time: Route End Time:

Route Start Location: Route End Location:

Route Start Address: Route End Address:

Route Start City: Route End City:

Route Start State: Route End State:

Route Start Zip: Route End Zip:

Route Start Country: Route End Country:

Route Start Latitude: Route End Latitude:

Route Start Longitude: Route End Longitude:

Route ID	Route Name	Alert Group	Alert Type	Alert Date	Alert Time	Alert Status	Alert Action	Alert Date	Alert Time	Personnel Last Name	Personnel First Name	Group Tracking	Route Build
1	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
2	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
3	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
4	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
5	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
6	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
7	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
8	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
9	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
10	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
11	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
12	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
13	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
14	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
15	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
16	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
17	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
18	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
19	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
20	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
21	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
22	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
23	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
24	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
25	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
26	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
27	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
28	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
29	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		
30	POLEMON		1	02/01/2014	14:00			02/01/2014	14:00	POLEMON	POLEMON		

From: "POLLARD, YOLANDA Y" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/48C98C8423624AAFBA82674B27F1A931-POLLARD, YO>
Sent: 4/27/2018 10:09:35 PM +0000
To: mstein6@gmail.com
Subject: Fwd: Fwd: Media Request

Hi Michael,
Charlotte is out today and just passed along your message. What is your deadline?

Yolanda

From: Michael Isaac Stein <mstein6@gmail.com>
Sent: Friday, April 27, 2018 4:09:07 PM
To: Cavell, Charlotte
Subject: Media Request

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Hi Charlotte,

I'm writing a story for The Lens about people allegedly being paid to show up to Utility Committee meetings to show support for Entergy's proposed power plant. Would you like to issue a statement?

Best,
Michael Isaac Stein
914-450-6011



ENO-NOPS005760

From: YPOLLAR@entergy.com
Sent: 4/30/2018 5:28:57 PM +0000
To: "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>
Subject: Fwd: Fwd: MEDIA REQUEST: The Lens
Tim, Brian — I'm in your building and will follow up with you to discuss next steps and a couple of bases covered with Chanel. Yolanda

Begin forwarded message:

From: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Date: April 30, 2018 at 12:26:37 PM CDT
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>
Cc: "Rice Jr, Charles" <crice@entergy.com>, "CRAGIN, TIMOTHY S" <tcragin@entergy.com>, "Guillot, Brian" <bguill1@entergy.com>, "FREESE, KAREN H" <KFREESE@entergy.com>, "Cavell, Charlotte" <ccavell@entergy.com>
Subject: Re: MEDIA REQUEST: The Lens

Thanks for the input. The reporter confirmed he plans to publish the story Tuesday.

On Apr 30, 2018, at 9:54 AM, HUNTLEY, GARY E <GHUNTLE@entergy.com> wrote:

I agree.

From: Rice Jr, Charles
Sent: Monday, April 30, 2018 9:41 AM
To: POLLARD, YOLANDA Y; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: RE: MEDIA REQUEST: The Lens

I don't think we should respond unless he provides more details and then I still don't know if we should

From: POLLARD, YOLANDA Y
Sent: Friday, April 27, 2018 5:29 PM
To: Rice Jr, Charles; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: MEDIA REQUEST: The Lens

All,

Please see email below from The Lens reporter Michael Isaac Stein requesting comment for his story about people allegedly being paid to attend Utility Committee meetings. He has not replied with his deadline at this point, but I wanted to make you aware and send the most recent version of our statement below on the matter as of April 19. Please also note the reporter does not provide much



ENO-NOPS005763

context around exactly what our comment is intended to address.

Thanks,
Yolanda

CURRENT STATEMENT:

The Council and Council Utility meetings process for the proposed New Orleans Power Station has been open, transparent, and fair to all parties and stakeholders. As we have stated previously, Entergy New Orleans did not pay anyone to attend these meetings. We support the Council's decision in approving the New Orleans Power Station and believe that the plant will bring multiple benefits to our customers and the city.

From: Michael Isaac Stein <mstein6@gmail.com>

Sent: Friday, April 27, 2018 4:09:07 PM

To: Cavell, Charlotte

Subject: Media Request

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Hi Charlotte,

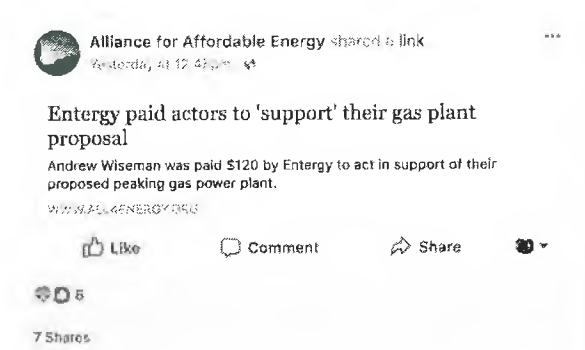
I'm writing a story for The Lens about people allegedly being paid to show up to Utility Committee meetings to show support for Entergy's proposed power plant. Would you like to issue a statement?

Best,
Michael Isaac Stein
914-450-6011

Entergy Update

Opposition - article - <https://www.all4energy.org/blog/entergy-paid-actors-to-support-their-gas-plant-proposal>

Facebook -



ENO-NOPS005960

No Gas Plant
 10:11 AM

We applaud WBOK 1230AM for its fearless integrity. Share this news.

WBOK 1230AM
Talk For Real TV

Entergy cuts support of WBOK Radio, and other area political news

Entergy New Orleans has cut its financial support of WBOK Radio, apparently because the utility didn't like the talk radio station's...

Like Comment Share

3

2 Shares

No Gas Plant shared Julie Dermansky Photography's video
 4:15 PM

"Who do you trust?" #NoGasPlant



152 Views

Julie Dermansky Photography
 4:14 PM

Like Page

Ted Quant speaking in opposition to Entergy's NG plant at the New Orleans City Council Meeting on March 6. He asked the council members- "Who do you trust- a CO..."

See More


Like Comment Share

7 Chronological

4 Shares

No Gas Plant shared Happy Johnson's post
 10:05 PM

Heartbreaking to watch. Please share with family and friends.



1,416 Views

Happy Johnson
 10:05 PM

Watch and read Entergy's demand for a blank check of unlimited city funds for gas plant
<https://www.instagram.com/p/BgKAD7bAhxJ/>

Like Comment Share

4 Chronological

2 Shares

Happy Johnson we're back to the fight and the ground work now
 Like Reply 15h

No Gas Plant Thank you
 Like Reply 14h

No Gas Plant
March 6 at 11:20am · 19

"Contrell, you have betrayed the people who put you in office."
#NoGasPlant



City Council approves new Entergy power plant in N.O. East

2 · Chronological

1 Share

Kathleen Fitzgerald such a stupid waste of money
Like · Reply · 22h · 1

No Gas Plant
March 6 at 11:55am · 19 · 15

Press release:
Community Stands Strong, Promises to Keep Fighting After New Orleans City Council Approves Entergy's \$230 Million Dollar Gas Plant
Approval will mean higher electric bills & more pollution...
Continue Reading

5 · Chronological

2 Shares

Benjamin Halley 0-1 WTF! Is everyone on the gas plant payroll!
Like · Reply · 3d · 1

Write a comment... · 1 · 3d

No Gas Plant
March 6 at 11:55am · 19 · 15

Those fortunate enough to get a seat in the city council meeting this morning hear the sung cries of those locked outside #NoGasPlant

7 · Chronological

Hannah Ligon Watching the live stream. I can hear them.
Like · Reply · 4d · 1



Twitter —





New Orleans Advocate

@theadvocaten0

Follow

Entergy New Orleans cuts WBOK Radio support due to coverage of New Orleans East plant



Entergy New Orleans cuts WBOK Radio support due to co...

Entergy New Orleans has cut its financial support of WBOK Radio, apparently because the utility didn't like the talk radio s...

[Read more on 376.com](#)

9:58 AM · 12 Mar 2018

18 Retweets 5 Likes

Tweet your reply



NoGasPlant

@NoGasPlant · 2h

Replying to @theadvocaten0

@RunWithJason @StacyHeadNOLA @LaTaya_Cantrell @JaredCBissett @CouncilmanGray @madhexemsoy @mudguy4life



NoisDeBina

@NoisDeBina · 5h

Replying to @theadvocaten0

Entergy can dish it but can't take it.

More replies



NoisDeBina

@NoisDeBina · 5h

Replying to @theadvocaten0

Good on WBOK, bad on Rice. He seems a coward.



NoGasPlant

@NoGasPlant · 2h

The money was hush money. #NoGasPlant



New Orleans Advocate

@theadvocaten0

Entergy New Orleans cuts WBOK Radio support due to coverage of New Orleans East plant buff.ly/2FuuBDF

2 1



NoGasPlant

@NoGasPlant · Mar 9

#NoGasPlant



julie dermansky

@jsdart

clip of what it looks like when you are are about to vote against what a room full of constituents who spent an entire day telling you why they don't want a gas power plant in their community, that you are about to vote in...

0:07

2

From: "POLLARD, YOLANDA Y" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/48C98C8423624AAFBA82674B27F1A931-POLLARD, YO>
Sent: 5/1/2018 4:38:21 PM +0000
To: "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "Rice Jr, Charles" <crice@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "Guillot, Brian" <bguill1@entergy.com>; "FREESE, KAREN H" <KFREESE@entergy.com>
CC: "Cavell, Charlotte" <ccavell@entergy.com>
Subject: UPDATED DETAILS -- MEDIA REQUEST: The Lens

All,

I just received the updated details via email below from The Lens. You'll see the writer provides names and other information he plans to include in the story.

Yolanda

From: Michael Isaac Stein [mailto:mstein6@gmail.com]
Sent: Tuesday, May 01, 2018 11:20 AM
To: POLLARD, YOLANDA Y
Subject: Re: Media Request

Hi Yolanda,

I few more details about the story: We have 3 people who spoke to us saying they were paid to show support for and make speeches in favor of Entergy's gas plant in New Orleans East. They say two men, Garrett Wilkerson and Daniel Taylor hired them. We have screenshots of facebook messages confirming much of what these people told us.

We're these men hired or involved with Entergy in any way?

Best,

Michael Stein

914-450-6011



ENO-NOPS005953

From: POLLARD, YOLANDA Y
Sent: Monday, April 30, 2018 12:27 PM
To: HUNTLEY, GARY E
Cc: Rice Jr, Charles; CRAGIN, TIMOTHY S; Guillot, Brian; FREESE, KAREN H; Cavell, Charlotte
Subject: Re: MEDIA REQUEST: The Lens

Thanks for the input. The reporter confirmed he plans to publish the story Tuesday.

On Apr 30, 2018, at 9:54 AM, HUNTLEY, GARY E <GHUNTLE@entergy.com> wrote:

I agree.

From: Rice Jr, Charles
Sent: Monday, April 30, 2018 9:41 AM
To: POLLARD, YOLANDA Y; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: RE: MEDIA REQUEST: The Lens

I don't think we should respond unless he provides more details and then I still don't know if we should

From: POLLARD, YOLANDA Y
Sent: Friday, April 27, 2018 5:29 PM
To: Rice Jr, Charles; CRAGIN, TIMOTHY S; HUNTLEY, GARY E; Guillot, Brian; FREESE, KAREN H
Cc: Cavell, Charlotte
Subject: MEDIA REQUEST: The Lens

All,

Please see email below from The Lens reporter Michael Isaac Stein requesting comment for his story about people allegedly being paid to attend Utility Committee meetings. He has not replied with his deadline at this point, but I wanted to make you aware and send the most recent version of our statement below on the matter as of April 19. Please also note the reporter does not provide much context around exactly what our comment is intended to

address.

Thanks,

Yolanda

CURRENT STATEMENT:

The Council and Council Utility meetings process for the proposed New Orleans Power Station has been open, transparent, and fair to all parties and stakeholders. As we have stated previously, Entergy New Orleans did not pay anyone to attend these meetings. We support the Council's decision in approving the New Orleans Power Station and believe that the plant will bring multiple benefits to our customers and the city.

From: Michael Isaac Stein <mstein6@gmail.com>

Sent: Friday, April 27, 2018 4:09:07 PM

To: Cavell, Charlotte

Subject: Media Request

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Hi Charlotte,

I'm writing a story for The Lens about people allegedly being paid to show up to Utility Committee meetings to show support for Entergy's proposed power plant. Would you like to issue a statement?

Best,

Michael Isaac Stein

914-450-6011

From: "Raymond, Tara" <tledet@entergy.com>
Sent: 5/3/2018 4:36:45 PM +0000
To: "FRANKLIN, DIDARA" <DFRANK3@entergy.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: RE: RE: Invoice Approval ,

Thanks for the heads up - Charles is out of town but I will get him to review when he returns on Monday!

Tara L. Raymond

Entergy New Orleans
Office of the President
tledet@entergy.com
504-670-3619

From: FRANKLIN, DIDARA
Sent: Tuesday, May 01, 2018 3:24 PM
To: Raymond, Tara
Cc: POLLARD, YOLANDA Y
Subject: Invoice Approval

Hi Tara,

The invoice for The Hawthorn Group is ready for Charles' approval in AssetSuite.

Thank you.

Didara



ENO-NOPS000323

From: "Rice Jr, Charles" <crice@entergy.com>
Sent: 5/4/2018 9:31:46 PM +0000
To: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
CC: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: Re: Re: Lens: actors paid to attend council meeting re:power plant
Saw it thanks

Charles L Rice Jr.

On May 4, 2018, at 4:29 PM, Malcolm Ehrhardt <malcolm@theehrhardtgroup.com> wrote:

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Didn't want you to be surprised by this.

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: Marc Ehrhardt <marc@theehrhardtgroup.com>
Date: 5/4/18 3:41 PM (GMT-06:00)
To: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>, William Kearney <wkearney@theehrhardtgroup.com>
Subject: Lens: actors paid to attend council meeting re:power plant

<https://thelensnola.org/2018/05/04/actors-were-paid-to-support-entergys-power-plant-at-new-orleans-city-council-meetings/>

Sent from my Verizon, Samsung Galaxy smartphone



ENO-NOPS005947

From: "LAGARDE, CHANEL" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/DE454378D58143FEBB069503D9BB60D D-LAGARDE, CH>
Sent: 5/5/2018 12:17:52 AM +0000
To: "Rice Jr, Charles" <crice@entergy.com>
Subject: RE: RE: Statement to Lens and WWL-TV
I like it.

----- Original message -----

From: "Rice Jr, Charles" <crice@entergy.com>
Date: 5/4/18 7:14 PM (GMT-06:00)
To: "LAGARDE, CHANEL" <CLAGAR1@entergy.com>
Subject: Fwd: Statement to Lens and WWL-TV

Charles L. Rice Jr

Begin forwarded message:

From: Malcolm Ehrhardt <malcolm@theehrhardtgroup.com>
Date: May 4, 2018 at 6:58:30 PM CDT
To: "Rice Jr, Charles" <crice@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: Statement to Lens and WWL-TV

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

"Let's be clear. The New Orleans Power Station was approved by the City Council of New Orleans after one of the most extended periods of public meetings and debates in the recent history of our city. Prior to the final Council vote, more than 22 community meetings were held for citizens and ratepayers. All facets of the project were discussed thoroughly in these meetings where citizen concerns were addressed directly.

In preparation for the public meetings and City Council vote, Entergy New Orleans called upon scores of organizations who had indicated their support for the Power Station and lauded our



ENO-NOPS005923

company for its investment in programs that benefit our citizens. More than 00 business and civic organizations and media outlets supported the Power Station.

Entergy New Orleans had no knowledge of individuals or organizers of an effort to seed an audience. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That more than 00 did so in multiple settings is a testament to a tremendous level of support."

Charles Rice, President and CEO
Entergy New Orleans LLC

Malcolm P. Ehrhardt, Founder
The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans, LA 70130

504-558-1765 (desk)
504-495-9850 (cell)



THE EHRHARDT GROUP

From: crice@entergy.com
Sent: 5/5/2018 12:25:24 AM +0000
To: "WEST, RODERICK K" <RWEST5@entergy.com>; "BROWN, MARCUS V (Legal)" <MBROWN7@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>; "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>
CC: "Cavell, Charlotte" <ccavell@entergy.com>
Subject: Fwd: Fwd: Statement to Lens and WWL-TV

Please see statement drafted by the Malcolm Earhardt of the Earhardt Group. Please provide any comments as we would like to get this out in time for 10pm news. I would like to dispense with the numbers, as it will be difficult to place accurate numbers together tonight in time for the 10pm news

Charles L. Rice Jr

Begin forwarded message:

From: Malcolm Ehrhardt <malcolm@theehrhhardtgroup.com>
Date: May 4, 2018 at 6:58:30 PM CDT
To: "Rice Jr, Charles" <crice@entergy.com>
Cc: "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>
Subject: **Statement to Lens and WWL-TV**

EXTERNAL SENDER. DO NOT click links, or open attachments, if sender is unknown, or the message seems suspicious in any way. DO NOT provide your user ID or password.

Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

"Let's be clear. The New Orleans Power Station was approved by the City Council of New Orleans after one of the most extended periods of public meetings and debates in the recent history of our city. Prior to the final Council vote, more than 22 community meetings were held for citizens and ratepayers. All facets of the project were discussed thoroughly in these meetings where citizen concerns were addressed directly.

In preparation for the public meetings and City Council vote, Entergy New Orleans called upon scores of organizations who had indicated their support for the Power Station and lauded our company for its investment in programs that benefit our citizens. More than 00 business and civic organizations and media outlets supported the Power Station.



ENO-NOPS005737

Entergy New Orleans had no knowledge of individuals or organizers of an effort to seed an audience. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That more than 00 did so in multiple settings is a testament to a tremendous level of support."

Charles Rice, President and CEO
Entergy New Orleans LLC

Malcolm P. Ehrhardt, Founder
The Ehrhardt Group, Inc.
365 Canal Street, Suite 1750
New Orleans, LA 70130

504-558-1765 (desk)
504-495-9850 (cell)



T H E E H R H A R D T G R O U P

From: "Rice Jr, Charles" <EXCHANGELABS/EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/RECIPIENTS/7AF1A2D70C7946AFBAA31F442042600C-RICE JR, CH>
Sent: 5/5/2018 1:11:21 AM +0000
To: "WEST, RODERICK K" <RWEST5@entergy.com>; "BROWN, MARCUS V (Legal)" <MBROWN7@entergy.com>; "CRAGIN, TIMOTHY S" <tcragin@entergy.com>; "POLLARD, YOLANDA Y" <YPOLLAR@entergy.com>; "HUNTLEY, GARY E" <GHUNTLE@entergy.com>; "LAGARDE, CHANEL" <CLAGAR1@entergy.com>; "Cavell, Charlotte" <ccavell@entergy.com>
BCC: Malcolm Ehrhardt <malcolm@theehrhartgroup.com>
Subject: C. Rice Statement re Lens FINAL 5-4-18.docx
Attachments: C. Rice Statement re Lens FINAL 5-4-18.docx; ATT00001.txt
See final version of statement Charlotte is going to distribute. Thanks everyone and great work



ENO-NOPS005807

Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

REVISED
Entergy New Orleans
Statement in Response to Lens post of Friday, May 4, 2018

The following is a statement from Charles Rice, President and CEO of Entergy New Orleans LLC:

“Let’s be clear. The New Orleans Power Station was approved by the City Council of New Orleans after one of the most extended periods of public meetings and debate in the recent history of our city. Prior to the final Council vote, more than 22 meetings were held for citizens and ratepayers. All facets of the project were discussed thoroughly in these meetings where citizen concerns were addressed directly.

In preparation for the public meetings and City Council vote, Entergy New Orleans called upon numerous organizations who indicated their support for the Power Station and lauded our company for its investment in our community and a reliable electric grid to benefit our citizens. Supporters included employees, retirees, family members, friends, customers, and representatives of local churches, workers’ unions, businesses and non-profit organizations.

As we have stated previously, Entergy New Orleans did not pay anyone to attend the Council meetings or direct anyone to attend public meetings. Instead, we worked tirelessly to encourage our supporters to take time from their busy workday schedules to testify on behalf of this project. That scores of them did so in multiple settings is a testament to a tremendous level of support.”

Charles Rice, President and CEO
Entergy New Orleans LLC

HAWTHORN

THE HAWTHORN GROUP, L.C. SUITE 100, 625 SLATERS LANE ALEXANDRIA, VIRGINIA 22314

phone 703.299.4499 fax 703.299.4488 WWW.HAWTHORNGROUP.COM

Yolanda Pollard
Entergy New Orleans
1600 Perdido St.
New Orleans, LA 70112

*If you have any questions regarding this bill,
contact Suzanne Hammelman at (703) 299-4499*

Remittance

The Hawthorn Group, L.C.
Suite 100
625 Slaters Lane
Alexandria, VA 22314

Invoice number:	092117E
Invoice date:	9/21/2017
Due date:	Due Upon Receipt

Federal tax ID number 54-1671756

Thank You For Your Business

INVOICE

Services for September 20, 2017 - October 20, 2017

Hawthorn management fee \$7,500.00

Out of pocket expenses \$24,530.00

Current charges \$32,030.00

Alexandria City Tax @ .35% \$112.11

Total current amount due \$32,142.11



Hawthorn000456

HAWTHORN

THE HAWTHORN GROUP, L.C. SUITE 100, 625 SLATERS LANE ALEXANDRIA, VIRGINIA 22314

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Yolanda Pollard
Entergy New Orleans
1600 Perdido St.
New Orleans, LA 70112

*If you have any questions regarding this bill,
contact Suzanne Hammelman at (703) 299-4499*

Remittance

The Hawthorn Group, L.C.
Suite 100
625 Slaters Lane
Alexandria, VA 22314

Invoice number:	011918A
Invoice date:	1/19/2018
Due date:	Due Upon Receipt

Federal tax ID number 54-1671756

Entergy vendor number: 165932

Entergy contract number: 10529184

Thank You For Your Business

INVOICE

Services for February 21, 2018 Event

Hawthorn management fee	\$5,000.00
Communications expenses	\$17,400.00

Current charges	\$22,400.00
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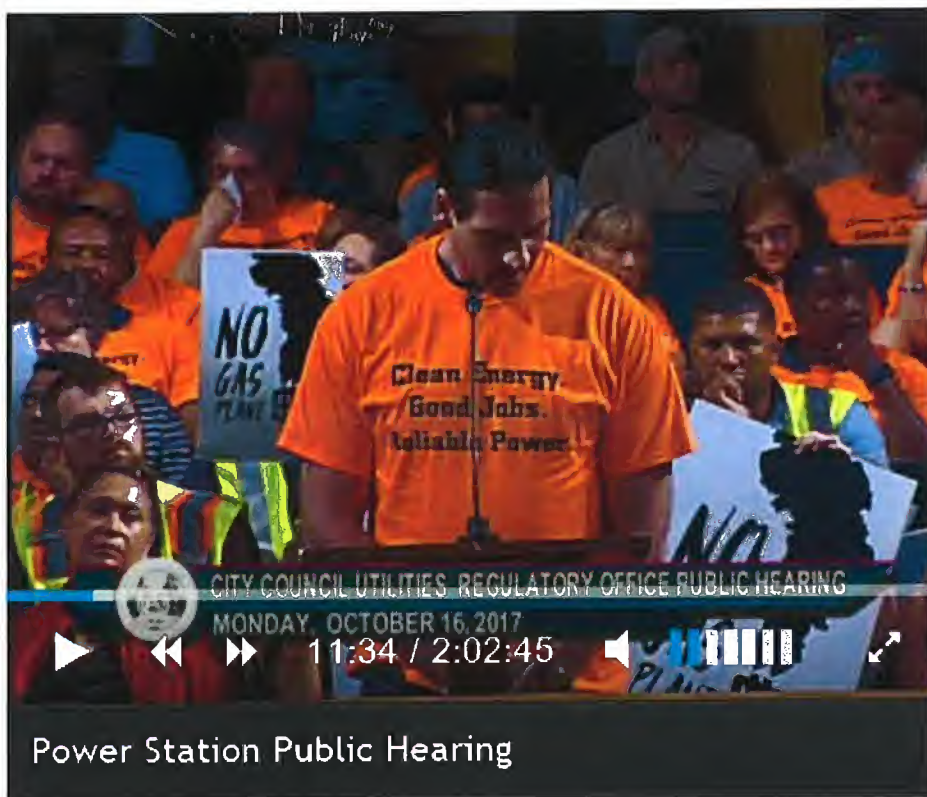
Alexandria City Tax @ .35%	\$78.40
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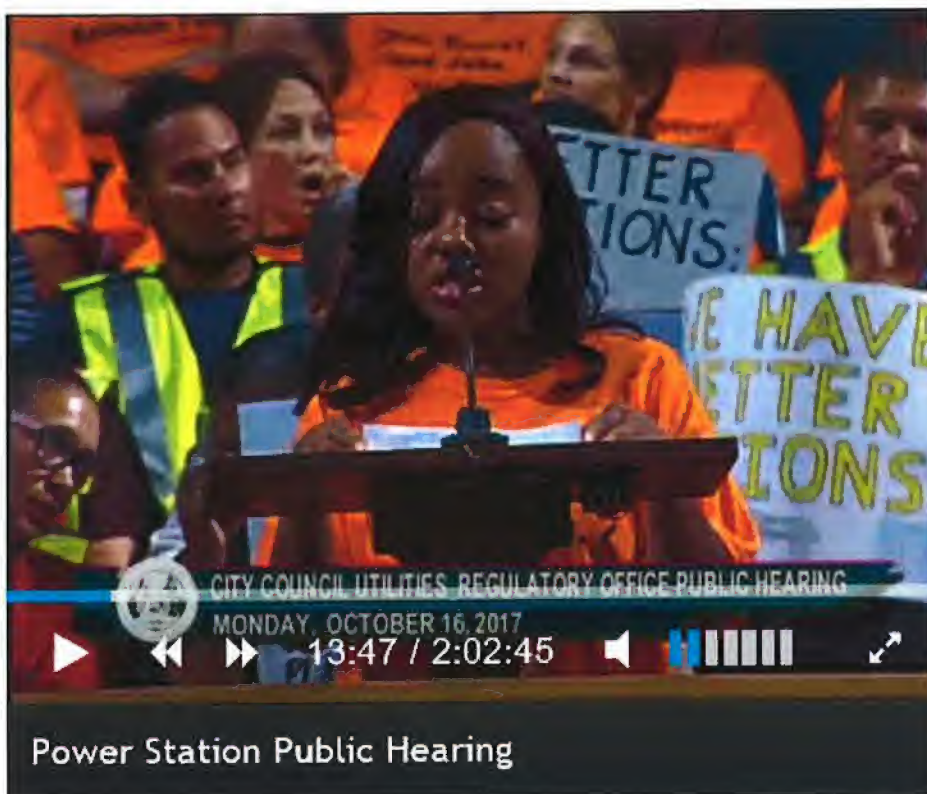
Total current amount due	<u>\$22,478.40</u>
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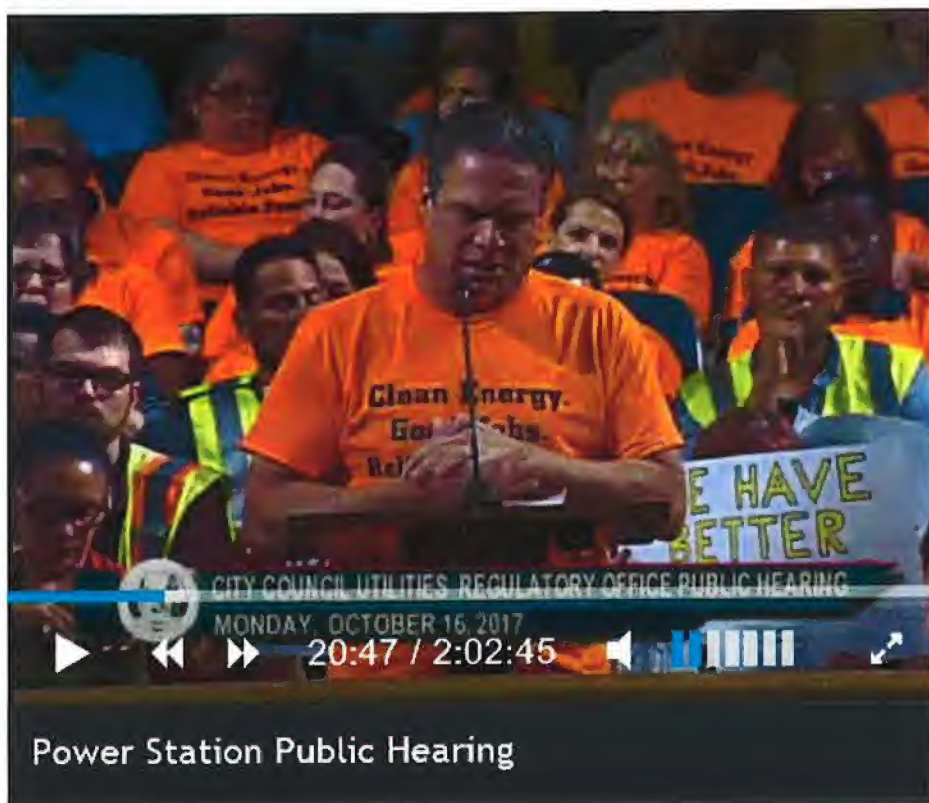
EXHIBIT

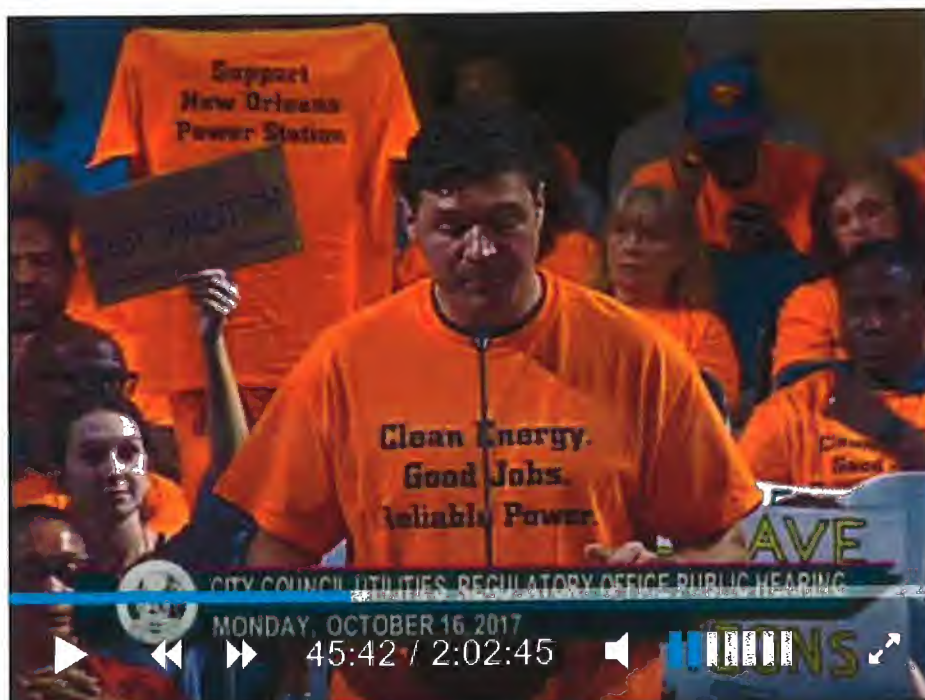
61

Hawthorn000458









Power Station Public Hearing



Power Station Public Hearing







CITY COUNCIL UTILITIES REGULATORY OFFICE PUBLIC HEARING

MONDAY, OCTOBER 16, 2017

1:01:17 / 2:02:45

Power Station Public Hearing